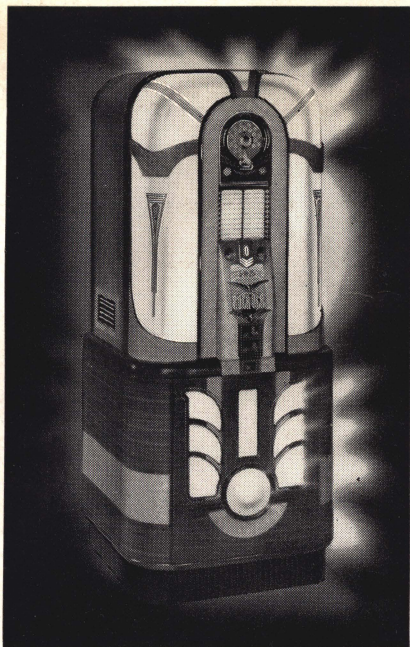


August, 1942



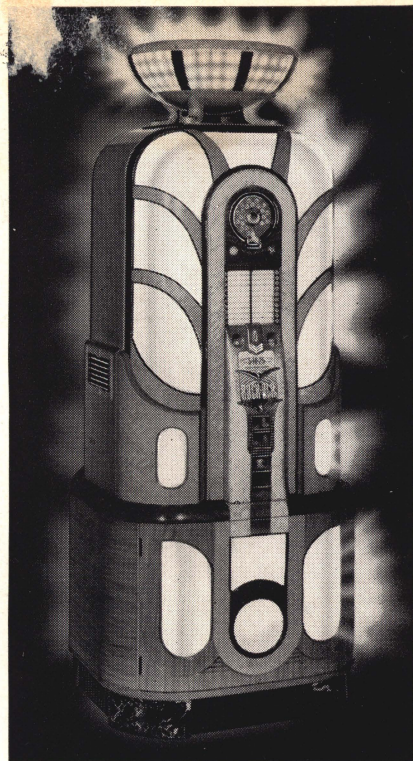
THE COIN MACHINE REVIEW

1942's PROFIT PAIR ..



The ROCK-OLA PRESIDENT ➔ and ➔ PREMIER

The 1942 ROCK-OLAS represent the finest phonographs we have ever been privileged to offer the Music Men in our territory. Anticipating a ready response on these new models we arranged for large quantity shipments to our showrooms before manufacturing was discontinued on May 1st. If you have not already examined the 1942 Rock-Olas we invite you to visit our Showrooms and see the Premier, President, Commando, and a full line of 5-10-25c wall and bar boxes, and Rock-Ola Wired Music lock-out boxes, equipment and accessories.



NEW EQUIPMENT PRICED FOR QUICK SALE

- 18 Model 1805, ROCK-OLA Universal Tone Columns
- 8 Model 1808, ROCK-OLA Universal Tone Columns With Speakers
- 4 Model 1804, ROCK-OLA Glamour Tone Columns

- 16 Model 1807, ROCK-OLA Moderne Tone Columns
- 4 Model 1806, ROCK-OLA Organ Tone Columns
- 49 1941 Wall Boxes

USED EQUIPMENT PRICED AT FAR LESS THAN CURRENT MARKET LEVELS

- 4 ROCK-OLA 20-RECORD IMPERIALS
- 4 ROCK-OLA 20-RECORD MONARCHS
- 5 ROCK-OLA MASTERS
- 2 SUPER ROCK-OLAS
- 6 ROCK-OLA MODEL 1411 PLAYMASTERS
- 1 1939 ROCK-OLA STANDARD
- 4 ROCK-OLA COUNTER MODELS
- 5 ROCK-OLA SPECTRAVOX TONE COLUMNS WITH PLAYMASTERS

- 57 ROCK-OLA 1941 WALL BOXES
- 50 ROCK-OLA 1940 WALL BOXES
- 45 ROCK-OLA 1940 BAR BOXES
- 4 ROCK-OLA 1941 BAR BOXES
- 2 MILLS THRONE OF MUSIC
- 2 SEEBURG CLASSICS
- 1 8800 HITONE SEEBURG RC

- 1 SEEBURG VOGUE
- 1 9800 HITONE SEEBURG RC
- 2 WURLITZER PHONOGRAPHS
- 1 WURLITZER 850
- 1 WURLITZER 700, WITH ADAPTOR
- 2 MODEL 61 WURLITZER COUNTER PHONOS
- 9 WURLITZER BAR BOXES, LATE MODELS

WIRED MUSIC EQUIPMENT. OFFERED AT LOW PRICES

- 36 TELE-PHONO LOCK-OUT BOXES with 12 Location Adaptors.
- 10 ROCK-OLA SPECTRAVOX TONE COLUMNS for Wired Music.

- 10 JENNINGS WIRED MUSIC CABINETS, new type pictures.
- ROCK-OLA MYSTIC MUSIC LOCK-OUT BOXES with location Adaptors.

FOR DEFENSE



BUY MORE WAR BONDS AND STAMPS—

EXCLUSIVE ROCK-OLA DISTRIBUTORS FOR SOUTHERN CALIFORNIA AND NEVADA

Jean J. Minthorne

Parkway 1179

2920 West Pico Blvd.

LOS ANGELES, CALIF.

The 110th C Issue The Monthly Issue of Coin Machine Review

AUGUST, 1942

The COIN MACHINE REVIEW for August, 1942, Vol. 10, No. 2. Published monthly at 1115 Venice Blvd., Los Angeles, Calif. Fitzroy 8269. Paul W. Blackford, editor and publisher. NEW YORK OFFICE: Ralph P. Mulligan, 441 Lexington Ave., Murray Hill 2-5589. CHICAGO OFFICE: C. J. Anderson, 35 East Wacker Drive, Central 1112. PORTLAND, Ore., OFFICE: J. A. Converse, 1007 Terminal Sales Bldg., ATwater 2111. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. SUBSCRIPTION RATES: \$1.00 per year or \$2.00 for 3 years. 25c per copy.

Conservation Stressed

LOS ANGELES.—In a bulletin to all location owners in Los Angeles County the Associated Operators of L. A. County has asked aid in helping operators conserve gasoline, tires, parts, and eliminate unnecessary service calls in cooperation with the War Program.

"Try to do away with unnecessary trips for your operator—calls for nickels, calls for an electric bulb, etc. We are asking you to use your discretion in putting in a service call for your operator—and perhaps two or three things can be attended to in one service call," said the bulletin in part.

Explanation was further given that manufacturers can still sell the operator necessary service parts for marble games but cannot replace their depleted stock by additional manufacturing. This fact should, in itself, be a warning to all to make an effort to conserve that which will add to the life of all vital parts.

Donates Huge Scrap Pile

CHICAGO.—There was considerable hub-bub here the middle of July when a mountain of heavy, expensive metal inards of thousands of uncompleted mechanisms for vending and amusement machines was dumped into the nation's scrap pile by Mills Novelty Co. An estimated 800 to 1000 tons comprised the donation which was valued at approximately \$500,000.

SEPT. TAX CALENDAR

SEPTEMBER 15

FEDERAL INCOME AND EXCESS PROFITS TAX. Citizens, Residents, Fiduciaries, Domestic Corporations and Domestic Partnerships. Last day to pay third quarterly installment to Collector of Internal Revenue; also last day for Domestic Corporations to pay third quarterly installment of excess-profits tax.

FEDERAL INCOME TAX. Non-resident Aliens and Non-resident Foreign Corporations. Second quarterly installment due the Collector of Internal Revenue.

SEPTEMBER 21

FEDERAL INCOME TAX. Withholding Agents. Monthly return of tax withheld on bond interest for the preceding month to be filed with the Collector of Internal Revenue.

SEPTEMBER 30

FEDERAL TAXES ON ADMISSIONS AND DUES, FACILITIES, OIL PROCESSING, SAFE DEPOSIT LEASES, ELECTRICAL ENERGY, TRANSPORTATION, SALES (INCLUDING RETAILERS' AND MANUFACTURERS' EXCISE TAXES). Taxpayers. Return and payment of tax for preceding month to Collector of Internal Revenue.

S. F. Members Warned

SAN FRANCISCO.—In a special bulletin on July 28th Sidney Mackin, managing director of the Amusement Merchants' Association, Inc., pointed out that the mere purchase of the \$50.00 Stamp Tax does not make a gambling machine legal in California.

"The fact that the Federal Government has a \$50.00 tax classification for pin ball machines being operated on a payout basis does in no way whatsoever change the requirements or provisions of Section 330-a of the Penal Code of the State of California. Section 330-a makes payout operation of any equipment illegal in this state, and anyone operating equipment illegally is subject to arrest," the bulletin explained.

Members of the Association are provided with gummed stickers reading "This Machine Is For Amusement Purposes Only. Positively No Awards or Prizes Given as a Result of the Operation Thereof. Member—Amusement Merchants Ass'n., Inc." The Association insists that "the spirit and the letter of the 'Amusement Only' sticker be conformed with at all times."

New Coin Magnetic

WASHINGTON, D. C.—Giving due consideration to the hundreds of thousands of coin-controlled vending machines in the nation which rely upon the magnetic content of the present five cent piece to ward off thieves who would defraud the machines, the United States Treasury has ordered that the new five cent coin contain just enough electrolytic manganese to provide the magnetic quality.

New coin, made of half copper and half silver with the manganese mentioned above, will replace the nickel coin now in circulation and will be minted until December 1, 1946.

Tax Bill Pending

WASHINGTON, D. C.—(Special to *The Review*) The Senate Committee, handling the huge tax bills introduced, is still tussling with the coin machine section of the 1942 Revenue Bill.

The Senate Finance Committee will spend some time with the revenue bill, of which the coin machine section is a small part, and more than 250 requests to testify will be honored as time permits.

Following the action of the Committee the bill must go back to the Senate for debate, amendments, and a vote.

Amendments already approved by the house include a \$10.00 per year tax on automatic phonographs and penny vendors which dispense a prize not in excess of a 5c value.

As matters now stand marble game locations which redeem free plays will be required to pay a tax of \$50.00 per fiscal year. Marble game operators should wire or write their Senators NOW to amend Section 617 of the 1942 Revenue Bill, House Resolution 7378, for a tax not exceeding \$20.00 per year on free plays.

Penny Coin-Operated Counter Game operators who have machines issuing prizes can support an amendment proposed some months ago by writing or wiring your Senator to amend the 1942 Revenue Bill, House Resolution 7378, Section 617, to read as follows: "Penny Coin-Operated Counter Games, incorporating amusement or gaming features, which entitle persons playing to receive merchandise prizes, not exceeding in value one package of cigarettes, shall be classified under section (1) RATE, \$10.00 annual tax."

In writing and wiring Senators, or members of the House, *The Review* suggests wires be brief and statements quick and to the point. Reference should be made to the bills in transit, sections, etc.

On the Cover

Lovely Marie De Forrest, of St. Louis, Mo., is happy to display the type of clothes she is going to wear this fall in visiting the various Dude Ranches of the West. Marie is a Paramount starlet and has appeared in a number of pictures featuring Jack Benny, Joan Bennett and other Paramount stars.

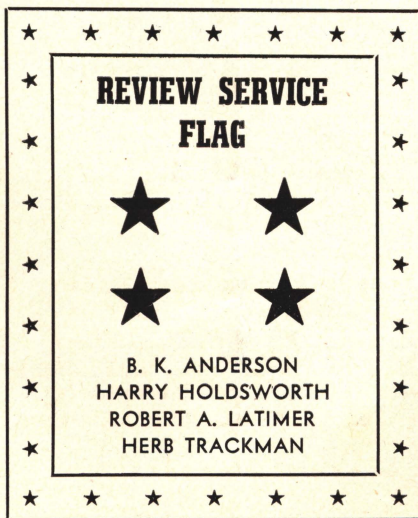
Important Notice

For the duration of the War the Los Angeles offices of THE REVIEW will be open from 1 p. m. to 4:30 p. m. only each day. Switchboard service will be from 10 a. m. to 4:30 p. m. and the offices will continue to close all day Saturday.

COIN
MACHINE
REVIEW

3

FOR
AUGUST
1942



XMAS CARDS

It is not too early to select your personalized Christmas Cards. THE REVIEW offers a wide assortment priced from 2c each on up to 20c each, each individually printed with your name. More than 200 samples to select from. **COME IN AND PLACE YOUR ORDER TODAY.** Delivery can be made at any time you designate.

MAIL ORDER SPECIAL. 50 French Fold Greeting Cards in Gay Christmas Colors, imprinted with your name, and vellum envelopes to match. Satisfaction guaranteed. Postpaid..... **\$1.00**

COIN MACHINE REVIEW

1115 VENICE BLVD.
LOS ANGELES, CAL.

"Consistent Service" IS OUR POLICY

During the emergency we intend to maintain our offices and give the DuGrenier operators of the West the fine service they have had in the past.

VISIT US TODAY!

R. A. PARINA & CO.

DU GRENIER WESTERN DISTRIBUTORS

- We will feature:
1. PARTS. A wide assortment of parts of all types ready for you.
 2. USED MACHINES. Bought and Sold. Send for price list.
 3. SALES SERVICE. What have you to offer for sale? Let us help you.
 4. NEW MACHINES. A limited number of new CHAMPIONS still available, but they won't last long.

1726 S. Vermont, LOS ANGELES
156 9th St., SAN FRANCISCO

Meeting Clarifies Tax

LOS ANGELES.—At a special meeting of the Associated Operators of Los Angeles County at the North Star Auditorium on July 25th, Managing Director Curley Robinson gave a lengthy discussion of the rulings of the Internal Revenue Department applicable to free play marble games and explained the necessity of filing reports before the deadline of July 31st.

Speaking of reliefs won for the operators, Robinson said: "On June 12, 1942, the Treasury Department in Washington, through the Deputy Commissioner in charge of miscellaneous taxes, issued a clarification of the rulings governing the rate of tax payable on pinball machines as follows: 'The Bureau holds that pinball machines which deliver cash or tokens to the player, or where the location owner redeems unused free plays, or where he offers prizes to anyone making certain scores, come within the purport and scope of the gaming device definition.' This ruling makes all pinball machines operated as outlined in the ruling subject to the \$50 federal tax. This ruling was also held

by the Bureau to be retroactive to October 1, 1941.

"In order to obtain relief from the ruinous conditions which might result from this enormous tax and the retroactive feature, your Association met with the Bureau in Los Angeles and obtained the following decision: 'If you relied in good faith on your interpretation of the ruling, to-wit: that pinball machines with the respect to which the location owner redeems unused free play, were considered to be amusement and not gaming devices, no liability for gaming device special tax will be asserted for any period prior to the first day of the month in which you were first notified of a gaming device liability.'

"Inasmuch as the first official notification was June 12 it would follow that operators and locations would be liable also for the month of June but upon further discussion the Bureau representative, W. L. Miller, stated that the entire tax would not be retroactive prior to the first day of July, 1942.

"Under the law as it now stands the \$50 fee is due and payable, as of July 31, 1942, for the Federal fiscal year ending July, 1943. Penalties for not conforming are 5 per cent a month for 5 months and an additional penalty as the Commissioner may see fit to impose."

On July 24th, AOLAC notified all location owners of the \$50 tax and the penalties for non-compliance.

WHAT DOES IT COST TO ADVERTISE IN THE REVIEW

Reach the BIG NAMES of the Coin Machine Industry with your advertising in THE REVIEW . . . the ONE dominant monthly publication in the Industry that has been issued without fail every month on a regular publication date for MORE THAN NINE YEARS.

THE REVIEW plays no favorites. The following rates apply to all advertisers, large and small, regardless of the volume of advertising carried at any time. Consider the coverage and you too will say "THE REVIEW IS THE BEST ADVERTISING BUY!"

GENERAL ADVERTISING:

| | |
|---------------------|---------|
| Per Inch | \$ 2.25 |
| Page (3 Col. x 10") | 60.00 |
| 2/3 Page | 45.00 |
| 1/2 Page | 32.50 |
| 1/3 Page | 22.50 |
| 1/4 Page | 17.00 |
| 1/6 Page | 11.25 |
| 1/8 Page | 8.50 |

All Rates Net

COVERS:

| | |
|--------------------|--------------------|
| 2nd and 3rd Covers | each, net \$ 75.00 |
| 4th Cover | net 100.00 |

COLORS:

| | |
|--------------------------------|---------|
| Publisher's Option, net, extra | \$15.00 |
| Specified Colors, each | 17.50 |

BLEED PAGES:

\$5.00 per page additional for copy extending to trim margins and beyond our regular 3 Col. x 10 inch page size. Trim size: 8 1/4" x 11 1/2".

CLASSIFIEDS:

5c per word per issue, Minimum \$1.00. 10c per word, for 3 consecutive issues of same copy. All classified advertising must positively be paid for in advance. BLIND ADS 25c additional to cover postage for forwarding replies.

DEADLINES:

CLASSIFIED Deadline the 5th of each month in Los Angeles. DISPLAY Deadline the 10th of each month in Los Angeles. Copy must be in by the 5th if proofs are expected. Magazine is mailed from the 12th to 15th of each month BUT NEVER LATER THAN THE 15th. Plan your copy and prices accordingly.

The COIN MACHINE REVIEW

Fitzroy 8269

1115 Venice Blvd., Los Angeles, Calif.

CHICAGO: C. J. ANDERSON

35 E. Wacker Dr. CENTral 1112

NEW YORK: R. P. MULLIGAN

441 Lexington Ave. Murray Hill 2-5589

PORTLAND, ORE.: J. A. CONVERSE

1007 Terminal Sales Bldg. ATwater 2111

COIN
MACHINE
REVIEW

4

FOR
AUGUST
1942

everyone's got a nickel for
BROTHER BILL
On Columbia: CHARLIE SPIVAK

O. K. MACHINES, INC.

Every game is free play, in perfect condition and already packed for immediate shipment!

| | | | | | |
|--------------|---------|---------------|---------|-----------------|---------|
| ABC Bowler | \$36.50 | Horoscope | \$33.50 | Sea Hawk | \$27.50 |
| Big Parade | 77.50 | Hi Stepper | 22.50 | South Paw | 42.50 |
| Barrage | 21.50 | Jungle | 49.50 | Star Attraction | 39.50 |
| Belle Hop | 34.50 | Monicker | 77.50 | Ten Spot | 29.50 |
| Bosco | 49.50 | Miami Beach | 29.50 | Towers | 49.50 |
| Champs | 29.50 | Seven Up | 27.50 | Victory | 79.50 |
| Captain Kidd | 39.50 | Super Chubbie | 27.50 | Velvet | 21.50 |
| Duplex | 24.50 | Sun Beam | 26.50 | Zombie | 22.50 |
| Double Play | 26.50 | Sky Ray | 29.50 | Zig Zag | 32.50 |

SPECIALS

| | | | | |
|-------------------|-------------------|---------|-------------------|---------|
| THREE FOR \$32.50 | Fleet | 15.00 | Short Stop | 16.50 |
| C.O.D. | Formation | 14.50 | THREE FOR \$52.50 | |
| Pick 'Em | Follies '40 | 14.50 | Big Show | \$19.50 |
| Roxy | Lot O Fun | 14.50 | Big Chief | 19.50 |
| Rotation | Landslide | 15.00 | Crossline | 19.50 |
| Scorecard | | | Flicker | 19.50 |
| Yacht Club | THREE FOR \$44.50 | | Metro | 19.50 |
| Double Feature | Band Wagon | \$17.50 | Stratoliner | 19.50 |
| | Border Town | 16.50 | Triumph | 19.50 |
| | Hold Over | 16.50 | | |

TERMS: 1/3 Cash With Order, Balance C.O.D. Full Cash With Orders for \$20.00 or less.

BUY BONDS TODAY!

Address all Replies in care of

JACK FITZGIBBONS

All Phones: Circle 6-8343

453 West 47th St.
New York, N. Y.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

What Is Gambling?

A DISCUSSION BY
"CURLEY" ROBINSON

Managing Director, Associated Operators of L. A. County

Gambling is a relative term which is very loosely used. In its ordinary sense it is used to denote the winning or losing of money or other valuable things upon hazard or chance; although there are many transactions which have the earmarks of winning or losing and yet which are quite innocently looked upon as every day business transactions. These will be explained a little later in this article.

The origin of gambling is an unsolved question. Thomas Hyde, in his Syntagma records his opinion that the original game which has now been transformed into the game of dice, was first played as a game of "odd and even" with pebbles and this was really the beginning of the game of dice. Although a little later on a new game known as "knucklebones" which bore a great similarity to dice was evolved.

Records disclose that Sophocles ascribed the invention of knucklebones to Palamedes, a Greek, who taught them to his countrymen during the siege of Troy, and who, according to Pausanias, made an offering of them on the altar of the temple of fortune. Herodotus relates that the Lydians during the period of famine in the days of King Atys invented "dice", "knucklebones" and indeed all other games except chess. The fact that dice have been used throughout the orient from time immemorial has been proven by the excavations from ancient tombs which seems to point clearly to Asiatic origin.

Gambling with dice was a very popular form of amusement in Ancient Greece, especially among the upper classes. The dice were cast from conical beakers and the highest thrown, 3 sixes always won, while the lowest thrown was three aces. The Romans were passionate gamblers especially during the luxurious days of the Roman empire and dicing was their favorite form of amusement. Nero and Claudius were passionately fond of gambling and the latter wrote a book on it.

History records that even the North American Indians as early as 1636 played with dice, and Father Brebeuf gives long accounts of the game played by these Indians.

In England, various forms of gambling were recognized from the early days and from 1793 to 1824 the English Lottery was

a recognized method of obtaining money for the Crown; the sum of 346,765 pounds was realized during this period.

Even in this country the Louisiana Lottery was recognized as a source of revenue; however many states have banned gambling, lotteries and other forms of gambling with the exception of the State of Nevada which has a population of a little over 100,000, where legalized gambling is permitted.

In all of the other states, gambling has to a more or less degree been suppressed by legislation, but certain transactions are indulged in every day under the guise of legitimate business transactions which, upon careful scrutiny, are but a modified form of gambling which the result is the same, to-wit: someone wins while another loses.

The Supreme Court of the State of California, in an early decision which has never been reversed said that "Draw Poker" was an innocent and amusing game and classified this game in the same class as Checkers or Chess.

Now what are stock market transactions but when carefully analysed, are really gambling transactions. The law draws a very fine distinction as to these transactions compared with gambling, but this distinction is merely an artificial one. When stocks are purchased on the open market, and the buyer intends to take actual delivery (whether he actually does or not does not matter), this is regarded not to be a gambling transaction. But how many people purchasing stocks contemplate taking actual delivery. The great majority of them actually buy to make a profit on the

rising market and sometimes sell five or ten minutes later even before an actual record is made of their purchase.

The same is true of the person who buys "on the short market" which is merely a case of a person selling so many shares of stock which he does not own, and then buying an equal number of shares when they have gone lower, so he can fill the order for delivery; he has sold at a higher price and then bought in at a lower price and made his profit. This can only be done, however, on a falling market. Yet this is not called gambling in business parlance—it is given the puritan name of "stock trading". If, perchance, the stock which he has sold does not drop, but on the contrary rises, the seller is compelled to buy on a rising market and thereby suffers a loss, since he has no control over the market any more than a patron can control the spin of a roulette wheel.

The insurance company gambles with the insured upon a contingency that he will have paid into the company at least as much as they would be called upon to pay to his beneficiary at his death; in other words, the company gambles with the insured that he will live long enough for the company to make a profit on their investment in his life.

The farmer gambles when he plants his grain that he will reap a good harvest and that the fruits of his labors will not be despoiled by the elements.

The merchant gambles when he purchases his commodities that he will not lose by the rise and fall of the market over which he has no control, and that his purchases will render him adequate returns.

These are but a few of the uncertainties—yet, hazards, which go to make up every

TURN PAGE

COIN
MACHINE
REVIEW

5
FOR
AUGUST
1942

yes sir, it's
STRICTLY INSTRUMENTAL
On Decca: JERRY WALD

**ANOTHER MONTH
NEARER VICTORY!**

Wm. Rabkin

INTERNATIONAL MUTOSCOPE REEL CO., Inc.

PENNY ARCADE HEADQUARTERS SINCE 1895

Manufacturers of Photomatic and Other Famous Coin Operated Equipment

44-01 ELEVENTH STREET, LONG ISLAND CITY, NEW YORK

everyone's got a nickel for
BROTHER BILL
On Bluebird: TONY PASTOR

OPERATORS! Workmen's Compensation Insurance!

\$25.00 DEPOSIT WITH POSSIBILITY DIVIDEND REFUND OF \$5.00 to \$10.00

Why Pay More? Get Details Now!

Inc. 1929

Zeigler Insurance Agency, Inc.

541 S. Spring St., Michigan 0961

Specialists—Coin Machine Industry

Los Angeles, Calif.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

yes sir, it's
STRICTLY INSTRUMENTAL
On Decca: JERRY WALD

day transactions and which are called legitimate business transactions, but which in reality are nothing more than gambling transactions since they are based upon the unknown—the chance—the hazards, and profits or losses determined thereby.

As already pointed out, gambling originated in the earliest periods of world history. Humans were and still are possessed with that innate desire for gambling. It is natural—it is human. It is just as human as sex. It is the desire to explore the unknown, and no law can curb man's appetite for it. It would be as useless to try to eradicate gambling as it would be to curb man's desires to eat; his desires for sex, or for pleasure. It must be admitted that he who is suppressed is thrice emboldened to do that which he is forbidden.

This was very eloquently demonstrated during the prohibition era when more illicit drinking and more violations of the law took place than in any previous period in the history of the country. During this period of time, more persons were converted to drunkenness and liquor addiction than in any twenty-five years prior to this time. When a person's desires are enjoined, he resolves to do just the thing which he is forbidden to do. In other words, it is no more than human nature to defy; if that were not so, there would be no red-blooded humans, but only those who would submit to the lords and dictators to do their bidding.

It is this element of strong mindedness which makes this a great country and our people a great people—we have the will to fight and are not prone to easily submit to the rule by others. This is not true, how-

**YOUR PRINTING
IS YOUR SILENT
BUTLER**

See that when it opens a door for you, it makes the right impression. The Coin Machine Industry demands "Individuality," "Economy," "Speed." You get these plus lowest Western quotations from

HOLDSWORTH PRINT SHOP

128 South Alma St., Los Angeles AN 16077

★ ★ ★ **SHOOT THE JAP RAY-O-LITE GUNS** ★ ★ ★

\$125.00 — VALUE — \$99.50

Reconditioned Seeburg CHICKEN SAM Guns converted to the Jap Ray Gun by factory trained mechanics. Oriental doll and entire inside of cabinet hand painted by well-known Chicago artist. When we get thru the machine in appearance and condition is practically new. Amplifier, tubes, cables and all parts checked and ready for location. Our price \$99.50. One-third deposit with order. Special cash offer. A certified check of \$95.00 will start one of these quick income Ray Guns on the road within 24 hours. The best gun investment on the market today. The most thorough and complete conversion in the country.

**ATTENTION: CHICKEN SAM
AND RAY GUN OPERATORS**

We Have for Sale: Regular Price
Gun Lamps \$.75 \$.60 Ea.
2A4G Tubes 2.50 2.15 Ea.
Photo Electric Cells 3.50 2.95 Ea.
Above 3 Items Are Very Scarce.

CHICAGO NOVELTY CO., Inc.

WE WILL BUY FOR CASH

CHICAGO COIN'S HOCKEY
EVANS' TEN STRIKES
WESTERN'S BASEBALLS
Will Pay Top Prices for Other
Ray Guns and Arcade Equipment.

1350 NEWPORT AVE.
CHICAGO, ILL.

EVERY PICTURE TELLS YOUR STORY!

When It's a Mott Picture, Eye-Appeal and Buy-Appeal Go Together! Every commercial shot is a sales triumph! Every photograph is an artistic achievement. The finest work at fair, live-and-let-live prices! Mott's official photographers for the industry, are represented in every issue of this magazine. For successful pictures, call

Bernard Mergé at MOTT STUDIOS
2115 WEST PICO BOULEVARD EX-2458 LOS ANGELES, CALIFORNIA

ever, where our own conscience tells us that certain things are wrong; we heed our conscience more, and if our conscience dictates that certain things are wrong, we refrain from them, but no man made laws contrary to human nature will bend or deter us from our natural desires.

This is especially true when the question of curbing man's natural desires for sex is involved. Sex is instilled into man for the purposes of propagation. It was the will of the Maker, so that man could multiply and propagate the earth. Only an infinitesimal percentage of persons are infertile, and even in these, sex is the natural desire, to say nothing of those who are fertile. Today, man-made laws have ordained that sex is not to be indulged in except between certain persons who the law says may indulge, while those not in that class are prohibited. Notwithstanding this prohibition, sex has not lost its lure and it would be just as impossible to restrict it to certain classes as it would be to harness Mars. It is man's natural desire—nature has endowed man with this desire.

It is true that indiscriminate sexual relations should be regulated, but not restricted to the point of abolishing it altogether, or to confining it to a certain specified class. Sexual relations controlled by the governing body can and should be regulated to a point where it will not affect the general public. It can be segregated to certain districts and under certain conditions. Prostitution dates back from the times of King Solomon and the Pharaohs. It flourished in the ancient days and because medical standards were not what they are today, disease sometimes resulted. However, with improved medical standards today, this can be so regulated that periodic inspection can provide a maximum of benefits. Our daughters and our sisters would then not be molested by those who are too weak to control their natural desire for sex. Abortions would be eradicated—there would be a minimum of illegitimate children—rape would become unknown and sterilization unnecessary.

This control over prostitution is very forcibly exhibited in the State of Nevada which maintains a certain district where houses of prostitution are permitted to be operated away from the influences of minors and adolescents. They are periodically inspected by State medical officers and regulated so that they do not become

**16MM . . . 3 Minute
SOUND FILMS**

Send for List

LES LORDEN

2313 W. Pico Blvd., Los Angeles

a menace to society. They are taxed and such emoluments go to aid in their upkeep.

This applies with equal emphasis to gambling. As I have already stated, one of man's natural desires is to gamble—to take a chance. You cannot suppress his natural desires any more than you can defy any of the other laws of nature. Regulation of gambling such as is maintained by the State of Nevada would not only insure against surreptitious gambling, but would also maintain it on a level without injury to the person participating in it. **Regulate it and you can control it. License it and you can supervise it.** By these methods only can you correct the abuse that is now prevalent and at the same time solve the problems of incorrigibility, idleness, unproductiveness and crimes.

everyone's got a nickel for
BROTHER BILL
On Columbia: CHARLIE SPIVAK

**CIGARETTE VENDING
MACHINES**

U-Need-a-Pak 6 Col. Cigarette only
Machines with Floor Stand.....\$32.50

Capacity, 170 packs. Slug proof. 15c or 20c Models. Reconditioned like new. Terms 1/3 with order, balance C. O. D. Write for complete catalog of cigarette and 5c candy bar machines.

D. ROBBINS & CO.

503 W. 41st ST. NEW YORK CITY

FREE

to

**REVIEW SUBSCRIBERS
ONLY**

**U.S. RATION BOOK
ENVELOPES**

Heavy protective envelopes to preserve and protect your ration books. Die cut so book can easily be removed and replaced. Appropriately imprinted. FREE to REVIEW subscribers only. Write

COIN MACHINE REVIEW

1115 Venice Blvd., Los Angeles

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

6

FOR
AUGUST
1942

BEST BUYS IN THE BUSINESS — READY TO GO!

MILLS SLOT MACHINES — NEW — ORIGINAL CRATES

| | | | | | |
|----------------------------|----------|----------------------------------|----------|----------------------------|----------|
| Gold Chrome Bell—5c..... | \$220.00 | Emerald Chrome—Handload, 5c..... | \$270.00 | Glitter Gold Q.T.—1c..... | \$ 64.50 |
| Gold Chrome Bell—10c..... | 235.00 | Gold Chrome—Handload, 5c..... | 270.00 | Glitter Gold Q.T.—5c..... | 79.50 |
| Gold Chrome Bell—25c..... | 255.00 | Bonus Bell—club reels, 5c..... | 240.00 | Glitter Gold Q.T.—10c..... | 89.50 |
| Brown Front Bell—25c..... | 215.00 | Original Chrome Bell—5c..... | 210.00 | Vest Pocket Bell—5c..... | 42.50 |
| Brown Front Bell—10c..... | 200.00 | Original Chrome Bell—25c..... | 235.00 | Chrome Vest Pocket—5c..... | 52.50 |
| Mystery Blue Front—5c..... | 175.00 | Mystery Blue Front—10c..... | 185.00 | Gold Chrome Bell—1c..... | 185.00 |

FACTORY REBUILT SLOT MACHINES

| | | | | | |
|-----------------------------------|----------|-----------------------------|----------|---------------------------------------------------|----------|
| Original Chrome Bell—5c..... | \$185.00 | Brown Front—10c..... | \$170.00 | Club Bell Console—5c..... | \$250.00 |
| Original Chrome Bell—10c..... | 185.00 | Brown Front—25c..... | 175.00 | Club Bell Console—10c..... | 270.00 |
| Blue Front—S.J., 460,000, 5c..... | 140.00 | Bonus Bell—5c..... | 180.00 | Club Bell Console—25c..... | 290.00 |
| Blue Front—D.J., 400,000, 5c..... | 115.00 | Cherry Bell—5c..... | 120.00 | Golf Ball Console—25c..... | 175.00 |
| Blue Q.T.—5c play..... | 59.50 | Vest Pocket Bell..... | 34.50 | Bally Bells—2 nickel, with matching stand..... | 125.00 |
| Gold Chrome Bell—1c..... | 175.00 | Brown Front—1c..... | 140.00 | Jennings Silver Chief—5c..... | 99.50 |
| Original Chrome—1c..... | 165.00 | Pace Rocket—S.P., 5c..... | 79.50 | Jennings Club Special—10c..... | 74.50 |
| Watling Rollatop—5c..... | 49.50 | Pace Rocket—S.P., 10c..... | 79.50 | Jennings Chief Console—5c or 10c..... | 85.00 |
| Watling Rollatop—10c..... | 54.50 | Pace Comet Mystery—5c..... | 49.50 | Groetchen Columbia—cig..... | 59.50 |
| Watling Rollatop—25c..... | 64.50 | Pace Comet Mystery—10c..... | 49.50 | Groetchen Columbia—fruit..... | 59.50 |
| Blue Q.T.—10c..... | 59.50 | Pace Bantam—5c..... | 35.00 | Groetchen Chrome Columbia..... | 84.50 |
| Bonus Bell—1c play..... | 160.00 | Cherry Bell—10c..... | 120.00 | | |

New slot machine safe stands.....\$14.75 Used safe stands.....\$9.75

ONE BALL FREE PLAY NOVELTY GAMES

| | | | | | |
|---------------------------------|----------|---------------------------------|----------|-----------------------------|----------|
| Longacre—leg or console..... | \$250.00 | Blue Grass—leg or console..... | \$135.00 | Gold Cup—console model..... | \$ 44.50 |
| Pimlico—leg or console..... | 250.00 | Dark Horse—leg or console..... | 125.00 | Eureka—leg model..... | 39.50 |
| Club Trophy—leg or console..... | 220.00 | Record Time—leg or console..... | 125.00 | Mills 1941, 1-2-3..... | 94.50 |
| '41 Derby—leg or console..... | 230.00 | Sport Event—leg or console..... | 110.00 | Mills 1939, 1-2-3..... | 44.50 |

NEW GAMES—ORIGINAL CRATES—IN STOCK—IMMEDIATE SHIPMENT

| | | | | | |
|-----------------------------------|----------|-----------------------------------------------------------|----------|------------------------------------|----------|
| Bally Thorobred..... | \$289.50 | Bally Longacre..... | \$279.50 | Mills Three Bells..... | \$645.00 |
| Bally Club Bell—console..... | 235.00 | Bally Torpedo..... | 199.50 | Keeney Submarine..... | 245.00 |
| Gottlieb Keep Em Flying..... | 139.50 | Keeney Two-Way Bell— F.P. & P.O., 5c and 25c comb..... | 395.00 | Chicago Coin Hockey..... | 220.00 |
| Chicago Coin Gobs..... | 129.50 | Genco Four Aces..... | 135.00 | Bally Hi-Hand—F.P. & P.O..... | 165.00 |
| Chicago Coin Yanks..... | 110.00 | Genco Defense..... | 110.00 | Mills Four Bells..... | 495.00 |
| Chicago Coin Home Run of '42..... | 94.50 | Jennings Bobtail—F.P..... | 149.50 | Mills Four Bells—3-5c & 1-25c..... | 525.00 |
| Mills Jumbo Parade—F.P..... | 125.00 | Jennings Silver Moon—F.P..... | 149.50 | Mills Jumbo Parade—comb..... | 162.50 |
| Mills Jumbo Parade—P.O..... | 135.00 | | | Exhibit Air Circus..... | 119.50 |

ONE BALL AUTOMATIC PAYOUT TABLES

| | | | | | | | |
|---------------------|----------|----------------------------|----------|--------------------------------|----------|-----------------------|----------|
| Jockey Club..... | \$285.00 | Grandstand..... | \$ 74.50 | Western Feed Bag..... | \$ 59.50 | Mills Clocker..... | \$ 29.50 |
| Turf King..... | 335.00 | Thistledown..... | 59.50 | Western Quinella..... | 49.50 | Bally Stables..... | 29.50 |
| Sport King..... | 175.00 | Keeney Winning Ticket..... | 74.50 | Rock-Ola Across-The-Board..... | 39.50 | Bally Preakness..... | 29.50 |
| Kentucky..... | 195.00 | Keeney Handicapper..... | 49.50 | Bally Hawthorne..... | 59.50 | Bally Hialeah..... | 29.50 |
| Grand National..... | 85.00 | Rock-Ola Three-Up..... | 39.50 | Mills One-Two-Three..... | 49.50 | Bally Gold Medal..... | 44.50 |
| Pacemaker..... | 79.50 | Western Hey Day..... | 59.50 | Mills Hi-Boy..... | 39.50 | Bally Sport Page..... | 49.50 |

GUARANTEED PERFECT—FREE PLAY CONSOLES—THOROUGHLY RECONDITIONED

| | | | | | |
|-----------------------------------|----------|-----------------------------------|----------|-----------------------|----------|
| Bally Hi-Hand—F.P. & P.O..... | \$140.00 | Keeney Super Bell—F.P. & P.O..... | \$175.00 | Jennings Bobtail..... | \$ 85.00 |
| Pace '41 Saratoga—F.P. & P.O..... | 135.00 | Jennings Silver Moon..... | 95.00 | Bally Big Top..... | 80.00 |
| Mills Jumbo Parade..... | 70.00 | Watling 1941 Big Game..... | 89.50 | Jennings Fastime..... | 65.00 |
| Evans Jungle Camp..... | 69.50 | Mills Jumbo—F.P. & P.O..... | 135.00 | Watling Big Game..... | 65.00 |

CABINETS REFINISHED—PHONOGRAPHS—MECHANICALLY PERFECT

| | | | | | |
|--------------------|----------|----------------------------------|----------|---------------------------------|----------|
| Wurlitzer 800..... | \$355.00 | Rock-Ola '41 Spectravox..... | \$260.00 | Wurlitzer 71 Counter Model..... | \$115.00 |
| Wurlitzer 850..... | 445.00 | & Playmaster combination..... | 84.50 | Wurlitzer 61 Counter Model..... | 65.00 |
| Wurlitzer 700..... | 325.00 | Rock-Ola Imperial 20—Lifeup..... | 159.50 | Mills Throne of Music..... | 140.00 |
| Wurlitzer 500..... | 179.50 | Rock-Ola 1939 Deluxe Luxury..... | | Wurlitzer 616..... | 64.50 |

FOR BETTER OPERATING—CLEAN FIVE BALL FREE PLAY NOVELTY GAMES

| | | | | | | | | | |
|-----------------|----------|---------------------|----------|----------------------|----------|--------------------|----------|--------------------|----------|
| GENCO | | Metro..... | 27.50 | Lone Star..... | 20.00 | Bowlaway..... | 55.00 | Texas Mustang..... | 69.50 |
| Defense..... | \$ 99.50 | BALLY | | KEENEY | | Snappy of '41..... | 50.00 | A.B.C. Bowler..... | 62.50 |
| Victory..... | 89.50 | Record Breaker..... | \$ 89.50 | Towers..... | \$ 69.50 | Legionnaire..... | 50.00 | New Champ..... | 55.00 |
| Jungle..... | 59.50 | EXHIBIT | | Twin Six..... | 39.50 | '41 Majors..... | 45.00 | Belle Hop..... | 45.00 |
| Bosco..... | 59.50 | Air Circus..... | \$ 99.50 | Four Diamonds..... | 39.50 | Fox Hunt..... | 35.00 | Miami Beach..... | 45.00 |
| Gun Club..... | 64.50 | Big Parade..... | 89.50 | Wild Fire..... | 34.50 | Dixie..... | 30.00 | High Dive..... | 45.00 |
| Southpaw..... | 54.50 | West Wind..... | 49.50 | CHICAGO COIN | | Strat-O-Liner..... | 30.00 | BAKER | |
| Sluggo..... | 44.50 | Double Play..... | 44.50 | Gobs..... | \$110.00 | Sport Parade..... | 30.00 | Entry..... | \$ 49.50 |
| Ten Spot..... | 44.50 | Do-Re-Mi..... | 49.50 | Yanks..... | 105.00 | MILLS | | Target Skill..... | 44.50 |
| Zig Zag..... | 44.50 | Sunbeam..... | 35.00 | Home Run of '42..... | 85.00 | Owl..... | \$ 79.50 | Defense..... | 44.50 |
| Hi-Hat..... | 44.50 | Landslide..... | 25.00 | Showboat..... | 65.00 | GOTTLIEB | | Big Time..... | 39.50 |
| Dude Ranch..... | 35.00 | Shortstop..... | 20.00 | Star Attraction..... | 55.00 | Spot-A-Card..... | \$ 69.50 | Salute..... | 39.50 |
| Big Chief..... | 35.00 | Pylon..... | | | | | | League Leader..... | 29.50 |

RECONDITIONED THROUGHOUT—AUTOMATIC PAYOUT CONSOLES—REFINISHED

| | | | | | |
|-----------------------------------|----------|---------------------------------------------|----------|-----------------------------------|----------|
| Pace 1941 Saratoga..... | \$110.00 | Mills Four Bells— serials over 1300..... | \$375.00 | Mills Three Bells..... | \$495.00 |
| Pace '41 Saratoga—F.P. & P.O..... | 135.00 | Bally Royal Flush..... | 59.50 | Bally Club Bell—F.P. & P.O..... | 175.00 |
| Mills Jumbo Parade..... | 85.00 | Jennings Fastime..... | 75.00 | Bally Royal Draw..... | 145.00 |
| Mills Square Bell..... | 60.00 | Jennings Multiple Racer..... | 49.50 | Keeney Super Bell—F.P. & P.O..... | 175.00 |
| Jennings Silver Moon—10c..... | 135.00 | Jennings Liberty Bell..... | 25.00 | Jennings Good Luck..... | 49.50 |
| Mills Rio..... | 25.00 | Groetchen Sugar King..... | 49.50 | Exhibit Longchamp..... | 49.50 |
| Mills Track King..... | 25.00 | | | Exhibit Tanforan..... | 49.50 |

RECONDITIONED—ARCADE EQUIPMENT—RESPRAYED

| | | | | | |
|-----------------------------------------------------|----------|--------------------------------|----------|----------------------------------|----------|
| Chicken Sam—Jap units, completely remodeled..... | \$125.00 | Exhibit Punching Bag..... | \$185.00 | Seeburg Hockey..... | \$ 79.50 |
| Mutoscope Photomatic— late model, like new..... | 575.00 | Mutoscope Drive-Mobile..... | 220.00 | Exhibit Speed Bike..... | 250.00 |
| Keeney Submarine (new)..... | 245.00 | Mutoscope Ace Bomber..... | 220.00 | Bally Defender..... | 195.00 |
| Chicago Coin Hockey (new)..... | 220.00 | Evans Playball..... | 225.00 | Bally Convoy..... | 235.00 |
| Keeney Air-Raider..... | 189.50 | Bally Baskets..... | 79.50 | Bally Rapid Fire..... | 165.00 |
| Bally Bulls Eye—with base..... | 99.50 | Bally Eagle Eye..... | 79.50 | Exhibit Card Vendors..... | 44.50 |
| Keeney Anti-Aircraft..... | 49.50 | Exhibit Knotty Peek (new)..... | 165.00 | Exhibit Vitalizer—late..... | 79.50 |
| Baker Kicker & Catcher..... | 19.50 | Rock-Ola Ten Pin..... | 69.50 | Exhibit Hi-Ball..... | 79.50 |
| Buckley Treasure Island Diggers..... | 89.50 | Rock-Ola Tom Mix Gun..... | 69.50 | Evans Ten Strike..... | 69.50 |
| Evans Tommy Gun..... | 145.00 | Mutoscope Sky Fighter..... | 225.00 | Scientific Batting Practice..... | 110.00 |
| | | View-A-Scope—1c play..... | 22.50 | Gottlieb Skeeball..... | 89.50 |
| | | Erie Diggers—marbled..... | 69.50 | Groetchen Pikes Peak..... | 19.50 |
| | | | | Keeney Texas Leaguer..... | 49.50 |

TERMS: FIFTY PERCENT DEPOSIT—
BALANCE SIGHT DRAFT OR C.O.D.

SPECIAL QUANTITY PRICES ON NEW MACHINES
WRITE FOR PRICES ON GAMES NOT LISTED

MONARCH COIN MACHINE CO.

1545 NORTH FAIRFIELD AVE. (Phone Armitage 1434-1435-1436-1437) CHICAGO, ILLINOIS

Excise Tax Take Huge

WASHINGTON—Federal excise tax on coin machines for the month of June amounted to a total of \$710,111.87, according to figures released by the Internal Revenue Bureau on July 24th.

This amount does not represent the total that the Federal Government will collect from the operations of coin-controlled devices for the grace period on tax payments for the new fiscal year did not expire until July 31st.

Monarch Has The Games

CHICAGO—Al Stern, Monarch Coin Machine Company official, reports that recent additions to stock make the present Monarch supply of games the most diversified in company history.

"Our unceasing efforts to make a wide variety of good equipment available to our customers have reflected greatly to the advantage of coinmen everywhere," Stern said. "In spite of the fact that we offer equipment of a high quality that is practically unmatched elsewhere, we are maintaining a strict policy with regard to prices. Machines that might be sold without question for a high price are offered at our self-imposed ceiling prices, making them the country's outstanding values. While such action with regard to holding prices down may be violating the law of supply and demand to some extent, we are getting our reward in satisfied customers who repeat and who form an automatic pool from which we can replenish our stocks with games that have served their purpose on the original locations.

"The circle begun by our sale of games at low prices is a round robin of good-will activity involving operators and Monarch, and it circumvents the possibility of game shortages."

Splendid Results

"No doubt you will be pleased to learn of the splendid response we received from the last display ad which appeared in the COIN MACHINE REVIEW. We received numerous orders for samples of the 'Siamese Rats' units and many operators have re-ordered in quantity, as the result of the samples they received."

HAROLD W. THOMPSON,
San Antonio, Texas.

THINGS TO DO TODAY

*Get information
and prices on this
"Guess-er" Scale.
Only takes 21" x 28"
floor space, and
has a lot of playing
features that people
like. Now is a
good time to
get these scales
working in top
locations, especially
when limited stock
is now offered at
regular prices.*



Write or Wire

A. B. T. MANUFACTURING CORP.
715-723 NORTH KEDZIE AVENUE
CHICAGO, ILL.

COIN
MACHINE
REVIEW

8

FOR
AUGUST
1942

yes sir, it's
STRICTLY INSTRUMENTAL
On Decca: JERRY WALD

"Siamese Rats" Click

SAN ANTONIO, Texas—The most hated men in the world are today making money for smart operators who have adapted the "Siamese Rats" to their Chicken Sam operations.

The "Siamese Rats" is a clever double wooden composition figure showing Hitler on one side and Hirohito on the other. It reverses as the machine operates and the figure, legs and scenery provided, are processed in sixteen colors.

The entire idea is that of Harold W. Thompson of this city who is working far into the night to rush these conversion units to operators in all parts of the country who have sensed their earning power through tests made on their own equipment.

Said Thompson, "No doubt you are aware of the fact that several conversion units have been offered for Chicken Sam and Jailbird machines, but the 'Siamese Rats' unit has proven very outstanding over all other similar units. As a matter of fact, we have received information from operators where they replaced their Jap conversion unit with a 'Siamese Rats' unit, it more than doubled the play."

CENTRAL OHIO QUALITY BUYS CLEANEST EQUIPMENT + FASTEST DELIVERY CONSOLES

| | |
|------------------------------------------------------------------------------------------|----------|
| 15 KEENEY SUPERBELLS, comb. free play or pay out and check, like new..... | \$159.50 |
| 5 Mills Four Bells, completely factory reconditioned with ash trays, like new..... | 349.50 |
| 3 MILLS THREE BELLS, perfect condition appearance..... | 475.00 |
| 5 KEENEY TWO WAY SUPER BELLS, 2 5c coin chutes, cash pay out—brand new | 325.00 |
| 5 KEENEY TWO WAY SUPER BELLS, 5c-25c coin chutes, cash payout, brand new | 340.00 |
| 15 BALLY HIGH HANDS, comb. free play or cash, late serials..... | 104.50 |
| 10 JUMBO PARADES, free play, late serials and heads, blue-red cabinets..... | 75.00 |
| 20 JUMBO PARADES, cash payout or check model, serials over 9,000 A-1..... | 97.50 |
| 5 JUMBO PARADES, comb. free play or payout, gold cabinet— can't be told from new..... | 109.50 |
| 5 EVANS JUNGLE CAMPS, free play—excellent condition..... | 79.50 |
| 1 PACES FRUIT REELS, comb. free play—brand new in original crate..... | 259.50 |
| 1 DUBL-BELL 2 5c Mills Brown Front mechanisms, like new..... | 159.50 |
| 1 JENNINGS FAST TIME, free play..... | 92.50 |

SLOTS

| | | | |
|--------------------------------------------------|----------|---------------------------------------------|----------|
| 5c MILLS BLUE FRONTS,..... late serials..... | \$ 95.00 | 5c MILLS BLUE FRONTS, slugproof..... | \$ 89.50 |
| 10c MILLS BLUE FRONTS,..... late serials..... | 99.50 | 5c MILLS BONUS BELL, No. 444500 A-1..... | 145.00 |
| 5c MILLS CHERRY BELL, 3-10 P.O..... | 119.50 | 5c COLUMBIAS, cig, reel rear P.O..... | 49.50 |
| 10c MILLS CHERRY BELL, 3-5 P.O..... | 125.00 | 5c CHROME COLUMBIA, like new..... | 79.50 |
| 25c MILLS CHERRY BELLS, 3-5 P.O..... | 129.50 | 5c MILLS WAR EAGLE, 2-4 P.O..... | 39.50 |
| XV CIGAROLA, like new..... | 99.50 | 1c WATLINGS..... | 19.50 |

ONE THIRD CERTIFIED DEPOSIT REQUIRED * * * SPECIFY SHIPPING INSTRUCTIONS

CENTRAL OHIO COIN MACHINE EXCHANGE INC.

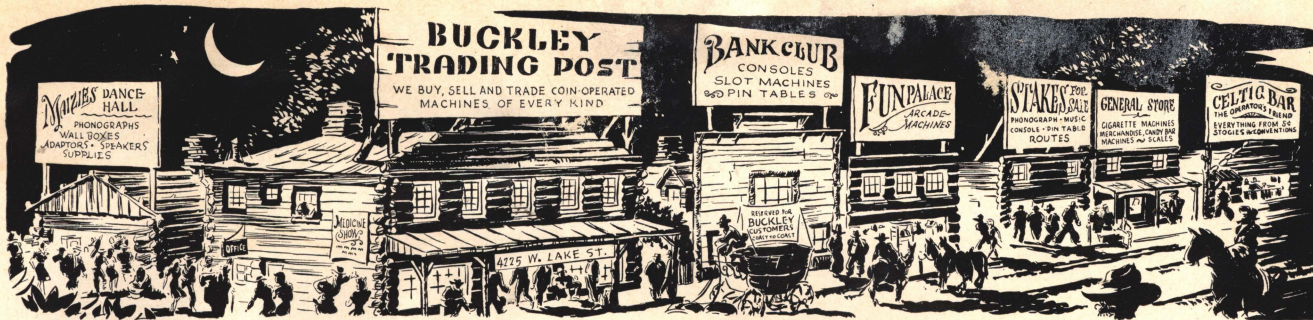
514 S. High Street

Adams 7949

COLUMBUS, OHIO

everyone's got a nickel for
BROTHER BILL
On Bluebird: TONY PASTOR

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.



ALWAYS CONSULT THE TRADING POST

WHENEVER YOU BUY OR SELL

Phonographs—Wall Boxes—Adaptors—Coin Machines—Pin Tables
Consoles—Arcade Machines—Supplies and Accessories

CONSOLES

BAKER
PACERS
BALLY
BIG TOP
CLUB BELLS, 4 coin,
Multiple
DARK HORSE, F. P.
(Console)
DERBY '41
HI-HAND
PIMLICO
Console Model, New
Leg Model, New
RAY'S TRACK
ROYAL FLUSH
BUCKLEY
COLORS, 7 Coin Play
DAILY DOUBLE
TRACK ODDS, 7
Coins
LONG SHOT, Parlay, 7
Coins
SEVEN BELLS, 7 Coins
TRACK ODDS, 7 Coins
EVANS
BANG TAILS
Slightly Used
GALLOPING DOMINO
JUNGLE CAMP, F.P.
LUCKY STAR, 7 Coin
JENNINGS
BOBTAIL
FAST TIME, F.P.
LIBERTY BELL
Fiat Top
LIBERTY BELL, Slant
SILVER MOON, F.P.
KEENEY
KENTUCKY
SUPER BELLS, 5c
TWIN SUPER BELLS,
5c & 10c
TWIN SUPER BELLS,
5c & 25c
SUPER BELLS, 4 Way
MILLS
FLASHER
FOUR BELLS
JUMBO PARADE, F.P.
SQUARE BELL
THREE BELLS
PACE
RACES, J.P.,
Late Model
REELS
SARATOGA, P.O.
SARATOGA, F.P. & P.O.
WATLING
BIG GAME, P.O.
BIG GAME, F.P.

PHONOGRAPHS

WURLITZER

850 500A
800 24A
750 1
750E 61
750M 616
700 412
600 P12
500

SEEBURG

High Tone, Remote
High Tone, Regular
Colonel E. S.
Envoy E. S.
Majors
Classic Slug Ejecto
Vogue
Regal
Gem
Rex

ROCK-OLA

'40 Rokolite
DeLuxe
Masters
Monarch
Mills
Throne of Music
Empress
GABEL
Modern, 12R
A.M.I.
PHONOGRAPHS
Brand New, Factory
Guaranteed
Write for complete
information

SINGING PICTURES

Illuminated Auxiliary
Speakers
Write for List of
Designs and Models

SLOT MACHINES

NEW GOLD CHROME
BELLS, 5c, 10c, 25c
CLUB BELLS—Floor
Samples, 5c-10c-25c
GOLD CHROME BELLS
5c
BLUE FRONTS, 5c
BLUE FRONTS,
5c, 10c, 25c
Serials 400,000

BROWN FRONT, Club
handle, 5c
CHERRY BELLS, 5c
CHERRY BELLS, 10c
BONUS BELL—5c New
BONUS BELL—5c
Rebuilt

FUTURITY BELL, 50c
YELLOW FRONT 3-5,
5c
YELLOW FRONT 3-5,
10c
CHROME BELLS, 5c
Q.T. BELL, 1c
SMOKER BELL
VEST POCKET BELL
J. P.—New
VEST POCKET BELL—
Green
VEST POCKET BELL—
Blue & Gold

JENNINGS
5c Chief J. P. Bell
10c Chief J. P. Bell
25c Chief J. P. Bell
50c Chief J. P. Bell
5c Silver Chief
5c Silver Moon
5c Sky Chief
10c Sky Chief
25c Sky Chief
1c Little Duke

PACE
Bantam
Comet Front Vender
10c Comet Blue Front
Bell
25c Comet Blue Front
Bell
ALL STAR, 10 Stop
Mystery P. O.
1c All Star 2-4 P. O.
25c Rocketts, Brand New

WATLING
5c Rolatop 2-4 P. O.
10c Rolatop 2-4 P. O.
5c Double J. P.
5c Rolatop Ser. 72000
5c Gooseneck Ser. 60000
5c Blue Seal
25c Blue Seal
GROETCHEN
Columbia Chrome

WALL BOXES, ADAPTORS, SUPPLIES

WURLITZER
WALL BOXES
No. 100, New
Wall Boxes, No. 125
Steppers, No. 145
5-10-25c Wireless Boxes
2 Wire Boxes
Bar Boxes, Late Model

SEEBURG
Wireless Boxes,
Late Model
30 Wire Boxes
Wireless, Marble Glo
Selectomatic Boxes

ROCK-OLA
Counter Model, 39 Boxes
Dial-A-Tune Boxes
PACKARD BOXES
KEENEY BOXES

SPEAKERS AND
CABINETS
BUCKLEY ZEPHYR
CABINET, New
BUCKLEY TONE
TOWER, New
BUCKLEY WALL
BAFFLES

Will Pay Cash For Equipment
Write Stating Quantity and Price

CHARM TONE TOWER
ROCK-OLA TONE
TOWER
PACKARD IRIS
CABINET
SEEBURG ORGAN
SPEAKER 41
ILLUMINATED
ORGANETTE
SPEAKER, New
ROCK-OLA
SPECTROVOX, New
ROCK-OLA
SPECTROVOX AND
PLAYMASTER
PACKARD PLA-MOR
CABINET AND
SPEAKER, New

STEEL CABINETS
BUCKLEY SINGLE
MECHANISM
BUCKLEY DOUBLE
MECHANISM

RECORD
CHANGING
UNITS
PHILBEN RECORD
CHANGING UNITS 24 R

Well Paying Routes For Sale
REAL BARGAINS! Due to numerous operators
joining the Armed Forces, we have listed several
well-established phonograph-table and machine-
operating businesses for sale located in all parts of
the country. Write for complete particulars.

COMPLETE MUSIC SYSTEM

BUCKLEY
COMPLETE SYSTEM
Rex Phono. Mechanism,
8 Boxes, 120 Feet, 30
W Cable and Accessories

WURLITZER
Twin 12
Mechanism
In Steel Cabinet for
Buckley, Packard or
Wurlitzer Boxes

BUCKLEY
Complete Music System
Twin Wurlitzer 16, Acces-
sories In Steel Cabinet,
2 32 Record Boxes
TWIN 12 WURLITZERS
In Wooden Cabinets
TWIN 12 WURLITZERS
In Metal Cabinets with
Adaptor, Amplifier,
Speaker

SUPPLIES

PERFORATED
PROGRAM STRIPS
BUCKLEY 275A BULBS
for Wall Boxes

TELEPHONE MUSIC

10 UNIT ROCK-OLA
MYSTIC MUSIC
Complete With Studio
Equipment
10 ROCK-OLA
MASTERS
Spare Parts, Tubes, Crys-
tals, 23 Wall Boxes, Rec-
ord Library Over 1500
Selections

PIN TABLES

GENCO

Argentine
Band Wagon
Big Chief
Blondie
Bosco
Cadillac
Captain Kidd
Defense
Dude Ranch
Formation
Four Roses
Gun Club
High Hat
Jungle

Majors '39
Metro
Power House
Seven-Up
South Paw
Ten-Spot
Victory
Zig Zag

GOTTLIEB

A.B.C. Bowler
Belle Hop
Champ
Five and Ten
Gold Star
High Dive
Horoscope
Miami Beach
New Champ
Paradise
School Days
Score-A-Line
Sea Hawk
Sport Parade
Sport-A-Card
Spot Pool
Summertime
Texas Mustang
Three Score

CHI-COIN

All American
Bolo-Way
Home Run
Home Run '42
Dixie
Jolly
Legionnaire
Major '41
Polo
Show Boat
Sky Line
Snappy
Sport Parade
Star Attraction
Stratoliner
Venus

EXHIBIT

Air Circus, New
Air Circus, Used
Big Parade
Double Play
Duplex
Knock Out
Leader
Play Ball
Sky Blazer
Spot Pool
Stars
Sun Beam
West Wind
Wings
Zombie
Do-Re-Mi

BALLY

Attention
Broadcast
Crossline
Defense, New Model
Eureka
Favorite
Flicker
Fleet
Grand National
Grand Stand
Mystic
Monicker
Pan American
Silver Skates
Sport Page
Thistledowns
Triumph

KEENEY

Clover
Four Diamonds
Repeater
Sky Ray
Towers
Twin Six
Velvet
Wildfire

BAKER

Big Ten
Defense
Doughboy
Salute

SUCCESS

League Leader

ARCADE MACHINES

BUCKLEY TREAS,
ISLAND DIGGERS,
New and
Factory Rebuilt
BUCKLEY DELUXE
DIGGERS, New and
Factory Rebuilt
KIRK NIGHT BOMBER
KEENEY AIR RAIDER
KEENEY SUBMARINE
KEENEY NAVY
BOMBER
KEENEY
SUBMARINE GUNS
KEENEY
ANTI-AIRCRAFT
MUTOSCOPE
ACE BOMBER
MUTOSCOPE
SKY FIGHTER
MUTOSCOPE
PICTURE MACHINES
MUTOSCOPE
CARD VENDERS
EXHIBIT VITALIZER
EXHIBIT IRON CLAW
GENCO PLAY BALLS
SKEE-BALLETTE
TEXAS LEAGUER
GENCO MAGIC,
Roll Alley, 9 Feet
BALLY RAPID FIRE
BALLY KING PIN
SCIENTIFIC BATT.
PRACTICE
ROCK-OLA
WORLD'S SERIES
CAILLE
PICTURE MACHINES
MILLS BAG PUNCHER
CHICKEN SAMS
EVANS TEN STRIKES
BALLY ALLEY
WESTERN BASEBALL
GOTTLIEB SINGLE
GRIPPERS
CHICAGO COIN
HOCKEY
ROLL-O-SCORE
MUTOSCOPE
PHOTO-MATIC
direct lighting
MUTOSCOPE
PHOTO-MATIC
indirect lighting
MILLS PANORAM,
Complete
METER MOVIES

COIN
MACHINE
REVIEW

9

FOR
AUGUST
1942

TERMS—Cash with Order or deposit 1/4 amount of order, balance C. O. D. These machines can be shipped subject to examination to assure satisfaction.
This represents equipment being bought and sold through THE TRADING POST. Mail or wire your orders. Mail or wire your list of equipment for sale

BUCKLEY TRADING POST

4233 W. LAKE ST.

CHICAGO, ILLS.

Ph: Van Buren 6636

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

ST. LOUIS

ST. LOUIS, Mo.—Opinions polled among members of the coin machine industry in this area have pointed to an overwhelming favorable assent to the new set up inaugurated recently, providing for the telescoping of the regular monthly meetings of the Associated Phonograph Owners of St. Louis and the Missouri Amusement Machine Association. The identity of interests of the two groups along with the fact that a considerable number of St. Louis operators hold membership in both organizations makes the new arrangement entirely logical. The first hour of the meeting is used to conduct all business relevant to the phonograph side of the industry and the next hour is given over to the transaction of business pertaining to pintables and other coin operated equipment. When these two

one hour sessions are finished the membership of both groups join in a round table discussion of legislation, restrictions, conservation, route management and how to help win the war. Heretofore it meant for many the budgeting of time so as to allow

for two nights a month for meetings. Under this new system all the business can be transacted and information exchanged among members of the entire industry on the one meeting night. Hot weather and the lack of any business of an emergency nature caused the postponement of the meeting that was scheduled for late July . . . attesting to the smoothness that has characterized coin machine circles here lately.

Operators and distributors of this area in ever increasing numbers are turning to the reconditioning of equipment in an effort to prevent loss of revenue that inevitably results when an injection of new interests is not provided by new models. They are being constantly surprised at the marvelous transformation that takes place when a piece of equipment is expressly reconditioned. One firm here sends pintables back to the factory for remodeling in twenty-five unit batches and in a short time has this amount of equipment looking and operating like brand new.

Take phonograph remodeling. . . Bill Betz of the W-B Novelty Co. has set up a service shop that makes an old model phonograph look like a million dollars. He has one department that specializes in paint jobs. Using the best of materials and tools this department turns out an average of one a day providing locations with new life with the installation of one of these reworked models. The marked success enjoyed by the above mentioned firms with their aggressive reconditioning plans points the way for others who have been debating the relative merits of remodeling and reconditioning old equipment.

Arcade management is occupying a place in the spotlight these days with the opening in widely scattered sections of the city of three new arcades. One is located on North Grand Boulevard, one is downtown in the heart of the business district and the other, the most pretentious of the three, is at Delmar and De Balivere. This latter is operated by Harry Davies of the Davies Novelty Co. and draws from a thickly populated section known as the West End. The arcade has over 150 pieces of equipment besides a shooting gallery and is so arranged into departments that its general appearance is both striking and inviting. All nickel machines are set for two cent play, guns are two cent play and pin games are set at one cent without replays. Since its opening recently this arcade has done a very satisfactory business and Davies is well satisfied with the move his firm has made.

Jack Nelson, general manager of Rock-Ola, visited in St. Louis and southern Illinois recently calling upon operators and distributors and generally keeping in contact with the trade.

Disaster in the form of a tire theft

WANTED

We Will Pay Cash for
Bally Fairmont\$265.00
Bally '41 Derby 200.00
Bally Jockey Club 180.00
Bally Kentucky 145.00
Bally Long Shot 125.00
Bally Santa Anita 120.00

FOR SALE

SLOTS
Mills 5c Club Special\$225.00
Mills 5c Bonus 170.00
Mills 5c Cherry Bell 155.00
Mills 5c Melon Bell 130.00
Mills 5-10-25c Blue Fronts 95.00
Mills 10c Lion Head Gold Award 89.00
Mills 5c War Eagle 65.00
Mills 5c-10c Futurity 65.00
Mills 5c-10c Lion Head 35.00
Mills F.O.K. Front Vender 24.00
Mills 5c-10c Rock-Ola Front 23.00
Mills 5c Arrow 18.00

FOR SALE

Jennings 5c Club Special\$210.00
Jennings 5c Silver Moon, FS. 190.00
Jennings 5-10-25c Triple X 85.00
Jennings 5c-10c Chief 67.50
Jennings 1c Little Duke 24.50
Pace 5c-10c-25c Rocket Bell, Slug Ejector 165.00
Pace 5c-25c Comet 65.00
Pace 5c-10c Bantam 25.00
Mills Vest Pocket Bells 35.00
Mills Q.T. Slots 75.00
Mills 5c Glitters (New) 107.00

Stewart Novelty Co.

133 East 2nd, So., Salt Lake City, Utah
Phone—35055

JOIN

THE WIDE-AWAKE JOBBERS AND
DISTRIBUTORS NOW CASHING IN ON

Recuperator

LONG LIFE BATTERY SERVICE

Coin Machine Jobbers and Distributors from Coast-to-Coast are finding in THE RECUPERATOR an item of proven merit they can make real money on throughout the war period and at the same time contribute in a patriotic way to the nation's conservation program.

RECUPERATOR Long Life Battery Service is an established, proven product of 8 years standing. It has been tested in more than 40,000 batteries and proven conclusively that RECUPERATOR eliminates ruinous sulphation, and corrosion, and materially adds to the life of the battery. Periodic visits to battery recharge stations are a thing of the past when RECUPERATOR is used. Play the radio all you want, use your parking lights all you wish—without battery worries.

RECUPERATOR is easy to demonstrate—easy to sell—and there is a handsome profit on every sale for you! Territorial assignments are rapidly being made. If RECUPERATOR is not being offered in your area write or wire us today for our Profit Deal. RECUPERATOR is sold on a 100% Money Back Guarantee. Get the Complete Facts NOW!

RECUPERATOR NATIONAL DISTRIBUTORS

ALPHA DISTRIBUTING COMPANY

1025 N. Highland Ave.

Hollywood, Calif.

CLIP AND MAIL NOW

Alpha Distributing Company,
1025 North Highland Avenue,
Hollywood, California.

Please send me complete information concerning THE RECUPERATOR Long Life Battery Service. My territory comprises.....

Name.....

Firm Name.....

Street.....

City..... State.....

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

yes sir, it's
STRICTLY INSTRUMENTAL
On Columbia HARRY JAMES
On Bluebird BOB CHESTER

COIN
MACHINE
REVIEW

10

FOR
AUGUST
1942

struck Earl Bowman of the McCall Novelty Co. recently. His wife was driving the family car from California and when she was going through Colorado it happened. The thief took three of the tires, the best three, leaving Mrs. Bowman with two worn shoes to go home on. After shelling out for replacements Mrs. Bowman remarked that she sure would like to see justice done. Earl grinningly remarked, "They used to hang a man out West in the good old days for stealing a person's transportation."

Virgil J. Bernsen postcards regularly to his old bunch at Davies Novelty Co. telling about army life. Virgil who has been in service for more than a year wrote that he would like a few rounds of golf and a few rounds of 'Bud', there being a seeming shortage of these two activities around Fort Sill where he is stationed.

Robert A. Latimer.

Post Likened To Sears

CHICAGO—Always a popular gathering place for operators, the world famous Buckley headquarters now might be called a 1942 model of the old cross roads days when the Trading Post was the center of activity for the pioneers.

The launching of Buckley Trading Post at 4231 W. Lake Street, Chicago, has given to the operating fraternity the first all-coverage machine and supply service this industry has known.

Discussing the rapid growth of the Trading Post with P. J. Buckley, founder, some interesting sidelights on coin machine service were brought out.

"A Trading Post always is associated with pioneers and since our organization has pioneered some of the operators' biggest successes we felt the homely atmosphere of the Old Trading Post would appeal to them.

"We also felt," Buckley went on to say, "that something more than just a jobbing service was needed. Most every operator, large or small, always has something he would like to sell, or trade. So, with a trading post it was possible to help operators pass on their good workable machines to others while being able to obtain whatever machines they needed on their own routes.

"Another point we were careful to build around was economy in buying. With the war time scarcity of machines we knew that machines would be in big demand and prices considerably higher. In order to help equalize the price level the Trading Post makes it possible to exchange machines between buyer and seller without the burden of extra shipping charges which the jobber has to add on to his price when he stocks machines.

"While thousands of machines on our lists will never pass through a third hand in the exchange because we hook up buyer and seller, nevertheless, we have provided one of the largest and most complete stocks

everyone's got a nickel for
BROTHER BILL
On Columbia: CHARLIE SPIVAK

OPERATORS—WE HAVE IT

HIT THE JAP

CHANGE-OVER FOR OLD OR NEW PIN GAMES. Entirely New Scoring Principle. With or Without Free Play Numbers on Glass. No Labor Required for Installation. Conversion Can Be Made Right on Location in Less Than 5 Minutes.

Immediate Delivery for GOLD STAR, KNOCK OUT, SEVEN-UP, STRATOLINER and Others. Write for Details, Giving Names of Your Games.

Leading Mfrs. of Playboards and Score Glasses Since 1930.

VICTORY GAMES — 2140 Southport Ave., Chicago, Ill.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

BRAND NEW KEENEY SUPER BELL 5c CONVERTIBLE, \$249.50 25 BRAND NEW LONG ACRES, CONSOLE MODEL . . . \$250.00

| | | | |
|-----------------------------------------|----------|----------------------------------|----------|
| ABT Target Challenger..... | \$ 35.50 | Mutoscope Sky Fighter..... | \$300.00 |
| Baker Pacer, 5c Play..... | 299.50 | Pace Race, 5c Play..... | 335.00 |
| Buckley Steel Cabinets for 16-20-24 | | Pace Race, 25c Play..... | 375.00 |
| Record Phonograph..... | 32.50 | Pace Race, 5c Play, Jackpot..... | 375.00 |
| Buckley Tone Column..... | 50.00 | | |
| Chicago Coin Hockey..... | 275.00 | | |
| Exhibit Sky Chief..... | 164.50 | | |
| Evans Jackpot Domino, Latest Model..... | 399.50 | | |
| Groetchen Columbia, Rear Pay..... | 87.50 | | |
| Keeney Super Track Time..... | 450.00 | | |
| Double Steel Safe..... | 90.00 | | |
| Single Steel Safe..... | 65.00 | | |
| Mills Three Bells..... | 550.00 | | |
| Mills Four Bells, 5c..... | 500.00 | | |
| Mills Jumbo Parade, Cash..... | 137.50 | | |
| Mills Jumbo Parade, Conv..... | 149.50 | | |
| Mills Folding Stands..... | 6.50 | | |
| Mills Box Stands..... | 13.50 | | |

Operators and Jobbers, Write or Wire for Your Prices in Lots of Five, Ten or More.

FLOOR SAMPLES, GUARANTEED NEW, NEVER ON LOCATION

| | | | |
|-------------------------------------|----------|--------------------------------------|----------|
| Bally Club Bell, 5c..... | \$219.50 | 3 Keeney Super Bells, 5c Conv., with | |
| Chicago Coin Hockey..... | 245.00 | Mint Vendor..... | \$299.50 |
| 2 Keeney Super Bells, 25c Conv..... | 259.50 | 5 Keeney Super Bells, 5c Conv..... | 239.50 |
| 2 Keeney Super Bells, Twin Nickel, | | Mills Jumbo Parade, Cash Pay..... | 125.00 |
| Cash Pay..... | 259.50 | Mills Four Bells, 4/5c..... | 445.00 |

MACHINES USED LESS THAN THIRTY DAYS IN OUR OWN LOCATIONS:

Reconditioned and Refinished

| | | | |
|--------------------------------------------|----------|---------------------------------------|----------|
| Bally Long Acres, Console..... | \$237.50 | Chicago Coin Double Safe, SU..... | \$ 55.00 |
| Groetchen Chk. Sep., Gold Award Col. Bell | 82.50 | Mills Jumbo Parade, CP..... | 125.00 |
| Groetchen Columbia Bell, JP..... | 99.50 | Mills Jumbo Parade, Conv. Vendor..... | 139.50 |
| Keeney Super Bell, 5c Conv. Mint Vend..... | 182.50 | Seeburg Selectomatic, New..... | 14.50 |
| 3 Mills Owl, Like New..... | 72.50 | Watling Big Game, CP..... | 90.50 |

USED MACHINES—The Following Machines Are Used and Offered Subject to Prior Sale:

Reconditioned and Refinished

| CONSOLES—CASH AND FREE PLAY | | CONSOLES—CASH AND FREE PLAY | |
|-------------------------------------|----------|----------------------------------------|----------|
| 1 Evans '38 Reg. Domino, #2655..... | \$ 69.50 | 2 Chicago Coin Double Safes..... | \$ 60.00 |
| 1 Evans '39 Reg. Domino, #3971..... | 99.50 | 10 Mills Jumbo Parade, Free Play, Blue | |
| 1 Evans Lucky Star..... | 99.50 | Cabinet, Series 6558..... | 113.50 |
| 1 Evans Bang Tails..... | 149.50 | 6 Mills Jumbo Parade, Free Play, Late | |
| | | Style Coin Head..... | 87.50 |
| | | 1 Pace Race JP, #6088, 25c..... | 199.50 |
| | | 1 Pace Race Jackpot Red Arrow, | |
| | | #6182, 25c..... | 209.50 |
| | | 2 Pace Race, #5881-5895, 5c..... | 132.50 |
| | | 1 Pace Race 5c Red Arrow, #6496..... | 159.50 |
| | | 1 Pace Race Red Arrow, #6319..... | 199.50 |
| | | 1 Pace Race Red Arrow, 25c, #6583..... | 225.00 |

SPECIALS

| | |
|---------------------------------------|----------|
| 25 Super Bells, 5c Conv., SU..... | \$149.50 |
| 25 Dominos, JP, Light Cab., SU..... | 282.50 |
| 5 Super Track Times, SU..... | 300.00 |
| 1 Wurflitzer 950, 1942 Md., Brand | |
| New, Never Unpacked..... | Write |
| 10 Mills Jumbo Parades, Conv. FS..... | 149.50 |
| 10 Mills Three Bells, Like New, | |
| High Serials..... | 435.00 |

| | |
|------------------------------------|----------|
| 1 Keeney Triple Entry..... | \$129.50 |
| 2 Keeney '38 Skill Time..... | 89.50 |
| 5 Keeney Kentucky, Slant Head..... | 99.50 |
| 1 Mills Four Bells, 5c..... | 295.00 |
| 2 Mills Square Bell, CP..... | 59.50 |
| 5 Mills Free Play Venders..... | 75.00 |
| 1 Bally Dark Horse, FP..... | 129.50 |

SLOTS—Reconditioned and Refinished

| | |
|----------------------------------------------------|----------|
| 1 Jennings 1c Duchess, #1712..... | \$ 19.50 |
| 2 Mills 1c Sky Scraper..... | 35.00 |
| 1 Mills 1c Blue Front, #309451..... | 42.50 |
| 2 Mills 1c Regular, #322617-#318326..... | 32.50 |
| 1 Long Shot, CP..... | 139.50 |
| 1 Watling 1c Rotatop Cherry, #89217..... | 29.50 |
| 1 Watling 1c Treasure, #L73778..... | 29.50 |
| 2 Watling 1c Twin Jackpot, #163891- T52595..... | 25.00 |

"1/3 Cash Deposit Must Accompany Order, Balance C. O. D. Write and Ask To Be Put on Our Mailing List. Above Prices Effective August 15, 1942, and Subject To Change in Price Without Notice."

NOTICE: On all West Coast Shipments Full Cash must accompany order in the form of Post Office, Express or Telegraph Money Order.

Moseley Vending Machine Ex., Inc.

00 Broad St., Richmond Va. Day Phone 3-4511, 3-4512. Night Phone 5-5328

of machines in our Chicago headquarters. If we do not have it on the floor it's an even bet it will be on our lists and can be on its way to the buyer in a few hours, practically as fast as if it were on our floor.

"One thing the Trading Post has done that should interest lots of the old-time

operators, just as it did us; it has revived some of the real old-time machines. Requests for certain long-forgotten money-makers have come through, and at the same time some of these old machines have bobbed up ready for their buyers.

"This week we are introducing our full line of machines, after months of careful survey of supplies all over the country. Its completeness has been a surprise to most operators.

"As one operator remarked when he saw our layout for the first time, since priorities stopped production, 'You're the Sears-Roebuck of the coin machine industry.'"

yes sir, it's

STRICTLY INSTRUMENTAL

On Columbia
HARRY JAMES

On Bluebird
BOB CHESTER

COIN
MACHINE
REVIEW

11

FOR
AUGUST
1942

New Kansas City Ordinance Completely Legalizes "Free-Play"

KANSAS CITY, Mo.—On July 9th, pin ball tables and marble games were definitely declared by Kansas City, Missouri's City Council to be "Amusement Games". The new ordinance which became effective July 19th stated:

"Coin operated Amusement Device shall include pinball machines, marble machines, music vending machines and any other devices operated by the insertion of a coin,

disc or other insertion piece, whether or not also manipulated by the operator, and which operates for the amusement of the operator, whether or not by registering a score.

"The term shall not include slot machines, claw machines, or other machines prohibited by State law; it shall not include machines or devices used bona fide and solely for the vending of food, service, confections or merchandise."

Thus the Kansas City ordinance has set "amusement machines" apart from all other types of equipment—a goal which Hobbies, Inc., has worked for ever since the formation of this local operators' association.

However, the new bill does make a distinction within its newly created bracket between the tables and automatic music machines particularly in the matter of licenses. The per-unit license for the tables is now \$10.00 while the phonographs remain at \$5.00 per year.

Not so long ago, rumor around Kansas City coin machine circles had it that a \$25.00 per unit tax was going on the tables. However, the City Government listened to the operators' side of the story and the new measure was written as presented here. But, the part of the Ordinance which much more interested and cheered-up the operators was not the amount of the new license but the new prestige the ordinance has added to coin machine operation locally.

In the first place, it settles the question of who may operate and who may not operate coin machines from an ownership

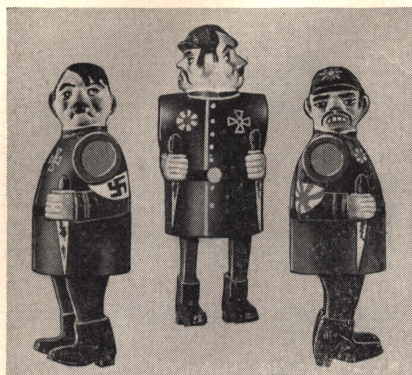
point of view. This is handled through a free permit issued by the local Welfare Department which is necessary before the coin machine licenses may be purchased. Of course, the idea is to keep all undesirable and fly-by-night elements out of the business locally and thus maintain the prestige the ordinance has afforded the tables by completely legalizing them.

Just how strict Kansas City intends to be regarding who operates Amusement Machines within its borders may be seen by the following paragraph from the ordinance:

"No license shall be issued or be effective unless the distributor or exhibitor (operator) shall also have a permit issued by the Director of Welfare. Before issuance of such permit, the Director of Welfare shall cause an investigation to be made of the applicant and the place where the machines are to be exhibited and permit may be refused to any person, firm or corporation who in its previous operation of any place of business has been convicted of maintaining any gambling device, or violation of any other law or ordinance involving moral turpitude or who is maintaining a place of business where disorderly conduct has been frequently prevalent or under such other conditions as set forth. (In previous ordinance.)"

This permit is issued by the Director of

everyone's got a nickel for
BROTHER BILL
On Bluebird: TONY PASTOR



Right Side View Front View Left Side View
CHICKEN SAM OPERATORS

"HIT THE SIAMESE RATS"

(Hitler and the Jap)

A POSITIVE SENSATION

Players Stand in Line
to Shoot

A new Wooden Composition Figure and Legs—Figure reverses when hit, showing a Jap on one side and Hitler on the other side.

Unit consists of a new wooden composition figure which reverses and wooden legs as well as new scenery processed in sixteen colors. All units thoroughly checked and ready for easy installation. Streamers for top of machine reading "Hit The Siamese Rats—Hitler and the Jap" furnished with each unit.

\$15⁰⁰ for complete unit F.O.B. San Antonio. Terms: 50% with order, balance C.O.D. (payment in full will save C.O.D. fee). \$10.00 each for figures only (no scenery).

Samples Sold with Money Back Guarantee

If you convert a Chicken Sam, insist on the Siamese Rats Unit.

We Have Jap Conversions for Bally Shoot the Bull and Bally Rapid Fire—\$15.00 Ea.

Manufactured Exclusively by

Harold W. Thompson

(SEEBURG DISTRIBUTOR)

415 Carolina St., San Antonio, Texas

OPERATORS ATTENTION

We Are Equipped to Handle Your Wants—

**COMPLETE STOCK NEW AND USED
GAMES, ARCADE EQUIPMENT . . .
OUR RECONDITIONED MACHINES
ARE TOPS . . . PRICED RIGHT**

HERE ARE A FEW CONSOLES

*New Keeney 5c Super Bells.....\$249.50 *New Bally 5c Multiple Club Bells\$295.00
Used Keeney 5c Super Bells.....\$189.50 Mills Jumbo Parade, Free Play..\$ 89.50

FREE PLAY NOVELTY GAMES

NEW BALLY THOROBREDS AND LONGACRES—\$279.50

| | | | |
|-----------------------|-------|-----------------------------|-------|
| Genco Ten Spots | 39.50 | Bally Attention | 29.50 |
| Baker Entry | 29.50 | Bally Pan American | 39.50 |
| Stoner Rotation | 19.50 | Chi. Coin All American..... | 29.50 |
| Bally Broadcast | 29.50 | | |

*F. O. B. Chicago.

HUNDREDS OF OTHER GAMES TO CHOOSE FROM — NEW AND USED
WRITE FOR COMPLETE PRICE LIST

**Let Us Transform Your Old Games Into Factory-
Refurbished New Ones — Arcade Equipment — Supplies
Parts for ALL Games**

PAUL A. LAYMON

Distributor of Quality Coin-Operated Machines

1503 W. Pico Blvd. DRexel 3209 Los Angeles, Calif.

COIN
MACHINE
REVIEW

12

FOR
AUGUST
1942

NEVER AGAIN USED GAMES AT THESE PRICES

Buy Now At These Exceptionally Low Prices!

CHICAGO COIN:

| | |
|---------------|----------|
| All American | \$ 35.00 |
| Fox Hunt | 30.00 |
| Hi Hat | 50.00 |
| Legionnaire | 65.00 |
| Majors '41 | 52.50 |
| Sluggo | 45.00 |
| Snappy | 55.00 |
| Sporty | 20.00 |
| Sports Parade | 40.00 |
| Stratoliner | 45.00 |
| NEW GOBS | 134.50 |
| NEW YANKS | 114.50 |

GOTTLIEB:

| | |
|-------------|----------|
| Belle Hop | \$ 60.00 |
| Gold Star | 32.50 |
| Miami Beach | 52.50 |
| School Days | 42.50 |
| Score Card | 20.00 |
| Sea Hawk | 52.50 |

STONER:

| | |
|------------|----------|
| Anabel | \$ 22.50 |
| Armada | 25.00 |
| Britt Spot | 17.50 |
| Sara Suzy | 22.50 |
| Sparky | 30.00 |
| Wow | 39.50 |

EXHIBIT:

| | |
|----------|----------|
| Do-Re-Mi | \$ 52.50 |
|----------|----------|

SPECIAL

50 MARKEPP FLIP-PERS, new, cost \$19.50.
Man can build route.
Will sacrifice for
\$5.00 EACH

| | |
|-------------|--------|
| Knock Out | 109.50 |
| Stars | 50.00 |
| Sun Beam | 52.50 |
| West Wind | 60.00 |
| Zombie | 42.50 |
| Double Play | 57.50 |

KEENEY:

| | |
|-----------|----------|
| Speedway | \$ 19.50 |
| Wild Fire | 40.00 |

BAKER:

| | |
|--------------|----------|
| Big Time | \$ 44.50 |
| Defense | 40.00 |
| Entry | 42.50 |
| On Deck | 22.50 |
| Salute | 45.00 |
| Silver Spray | 67.50 |
| Target Skill | 42.50 |

BALLY:

| | |
|--------------|----------|
| Broadcast | \$ 40.00 |
| Fleet | 24.50 |
| Flicker | 35.00 |
| Monicker | 104.50 |
| Pan American | 57.50 |
| Speed Ball | 60.00 |

GENCO:

| | |
|--------------|----------|
| Argentine | \$ 67.50 |
| Bandwagon | 35.00 |
| Blondie | 22.50 |
| Bosco | 80.00 |
| Cadillac | 27.50 |
| Captain Kidd | 62.50 |
| Four Roses | 42.50 |
| Gun Club | 80.00 |
| Metro | 37.50 |
| Power House | 27.50 |
| Seven Up | 45.00 |
| Ten Spot | 52.50 |
| Zig Zag | 55.00 |

FREE GAME

CONSOLES:

| | |
|--------------------|----------|
| Silver Moon | \$140.00 |
| Big Game | 99.50 |
| Mills Jumbo Parade | 89.50 |
| FP | 89.50 |
| Fast Time | 109.50 |
| High Hand | 145.00 |

WURLITZER

PHONOGRAPHS:

| | |
|-----------|----------|
| Model 412 | \$ 44.50 |
| Model 616 | 59.50 |
| Model 500 | 195.00 |
| Model 61 | 79.50 |
| Model 700 | 295.00 |
| Model 800 | 324.50 |

ARCADE MACHINES:

| | |
|-----------------------|----------|
| Drop Picture Machines | \$ 42.50 |
| Bally Rapid Fire | 169.50 |
| Bally Bull's Eye | 69.50 |
| Keeney Submarine | 194.50 |

Mutoscope Post Card Venders

New light-up top venders. The cards with the machine, will pay for the machine.

\$45.00
plus freight

We carry a full line of Mutoscope Postcards at list prices. Used card venders, without light-up tops, with cards—\$37.50

Keeney Anti-Aircraft

| | |
|----------------------------------|--------|
| Gun | 55.00 |
| Bumper Bowling | 35.00 |
| Large Gripper | 55.00 |
| Chi. Coin Ice Hockey | 229.50 |
| Like new | 229.50 |
| News Reel Motion Picture Machine | 175.00 |
| Scientific Batting Practice | 137.50 |
| Mills Punching Bags | 95.00 |
| Rola Score | 35.00 |
| ABT Target Gun | 10.00 |
| ABT Red, White & Blue | 14.50 |
| Electric Shockers | 12.50 |
| Advance | 12.50 |
| Pikes Peak | 19.50 |
| Kicker Catchers | 19.50 |
| ABT Model F Target Gun | 14.50 |

FREE PLAY ONE BALL:

| | |
|--------------------------|----------|
| Derby Time Free Play | \$ 22.50 |
| Gold Cup | 64.50 |
| Sport Special | 124.50 |
| Gold Medal Payout | 59.50 |
| Derby Winner, FP with JP | 195.00 |
| Mills 1-2-3, '39, FP | 49.50 |
| Mills 1-2-3, '41, FP | 109.50 |
| Turf Champ, FP | 20.00 |

SLOT MACHINES:

| | |
|---------------------------|----------|
| Mills Blue Fronts, 5c | \$ 90.00 |
| Mills Blue Fronts, 25c | 100.00 |
| Mills Cherry Bells, 10c | 125.00 |
| Mills Goose Neck, 10c, JP | 30.00 |

Watling Blue Seal

| | |
|----------------------------|-------|
| 3-5c, 5c | 37.50 |
| Jennings 5c | 22.50 |
| Jennings 50c | 30.00 |
| Jennings 5c Chief | 60.00 |
| Jennings 10c Chief | 65.00 |
| Reliance Dice Machine, 25c | 42.50 |
| Reliance Dice Machine, 5c | 40.00 |
| Rebuilt Jackpot, 50c | 27.50 |
| Little Duke, 10c | 25.00 |
| Paces, 10c | 45.00 |
| Paces Comet, 5c | 47.50 |
| Gray Front, 10c | 62.50 |
| Cailles, 10c | 30.00 |
| Cailles, 25c | 32.50 |

VEST POCKET BELLS:

| | |
|-------------------------------------------------|-------|
| New Mills Blue & Gold Vest Pockets with Jackpot | 49.50 |
|-------------------------------------------------|-------|

CIGARETTE MACHINES

| | |
|----------------------|----------|
| Mills, floor samples | \$ 49.50 |
|----------------------|----------|

SALESBOARD

PREMIUMS:

| | |
|-----------------------------------------------------------|----------|
| Nurse Doll, attractive, flashy, ideal for sales-board use | \$ 25.00 |
| Dozen | \$ 25.00 |
| Or Ea. | \$ 2.25 |

Bulbs and Supplies

We carry a full line of Light Bulbs, Tubes and Photocells for any and all types of games and Ray-O-Lite Guns. We carry a full line of parts for all types of marble games.

SOUTHWESTERN VENDING MACHINE CO.

2833 W. Pico Blvd.

ROchester 1421

Los Angeles, Calif.

Welfare without charge and may be revoked or suspended for any cause for which the permit might have been refused in the first place.

That the City considers Pay-Outs and Free-Plays two entirely different types of equipment is made very clear by the Ordinance which states:

"No license shall be issued for any coin operated amusement device which is so constructed as to make possible either directly or by the use of an adjustment, the return of cash, tickets, discs or other tokens or certificates of any kind to a player operating the same, whether or not such tokens or certificates have a value of any kind. Only machines operated exclusively for the amusement provided by the operation thereof shall be licensed and no ma-

chine shall return and no exhibitor shall offer or give any reward or thing of value as a reward for the making of any score or accomplishing any result in the playing of such machine, except that as a reward for his skill, the player may be given free games."

The second line which the ordinance draws between phonographs and other "amusement" machines is in placement near schools. Only music can be operated within 300 feet of any elementary school and the ordinance prohibits persons under 16 years of age from playing the tables regardless of where they are located.

Although the new law requires the name of the owner to be posted at all times on each unit including his address as well as the unit's license, the latter, with the con-

sent of the Director of Welfare may transfer the license with the machine to a new owner.

Another prestige factor in the new measure is that which requires that all coin operated amusement premises shall be open to the inspection of the Welfare and Police Departments at all times.

Quite frankly the ordinance takes the view long expressed by local coin machine operators in the manner of whether or not a Free-play game is a gambling machine. It has always been a widely accepted contention that any game may be turned by anyone to gambling purposes but that amusement tables offer no more incentive to gamble than football or croquet.

In explaining the complete legalizing of the machine the measure states: "Sections 9-1.1 to 9-1.16 hereof are declared to have been enacted pursuant to the power of the City to impose licenses upon occupations and whereas amusement vending machines may potentially be used as gambling devices, said sections are enacted also pursuant to the police power of the City."

That the city intends to co-operate with local operators in developing and maintaining the type of Free-Play management which it desires is brought out by a new section of the ordinance which allows the operator five days to comply with what either the Commissioner of Licenses or Director of Welfare may consider a violation of this code.

B. K. Anderson

SPECIALS

NEW

| | |
|----------------------------------------------------------------|----------|
| CLUB BELLS, original case, late model, F.P. check or Cash P.O. | \$249.50 |
| SUPER BELLS, original case, F.P. check or Cash P.O. | 244.50 |
| HIGH HANDS, original case, F.P. and automatic P.O. | 199.50 |

USED

| | |
|-------------------------------------------------|----------|
| HIGH HANDS, F.P. and Cash P.O. | \$119.50 |
| SUPER BELL, F.P. check, P.O. | 169.50 |
| CLUB BELLS, 4 multiple coin, F.P. and cash P.O. | 174.50 |
| JUMBO, fruit symbols | 49.50 |
| BIG TOP, fruit symbols | 59.50 |
| PACES REELS, Comb. F.P., check or cash | 109.50 |

1/3 Deposit with Order—Balance C.O.D.

B. D. LAZAR COMPANY

1635 Fifth Avenue
PITTSBURGH, PA.

1425 N. Broad Street
PHILADELPHIA, PA.

yes sir, it's

STRICTLY INSTRUMENTAL

On Columbia
HARRY JAMES

On Bluebird
BOB CHESTER

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

13

FOR
AUGUST
1942

YOUR DOLLARS BUY MORE

AT

BADGER SALES COMPANY

OFTEN A FEW DOLLARS LESS — SELDOM A PENNY MORE

We Have All Models And Makes In Stock

Rock-Olas ... Seeburgs ... Wurlitzers ... Mills

SPECIAL BARGAINS

| | | | |
|---------------------------------------|----------|-----------------------------------|--------|
| MILLS FOUR BELLS (Late)..... | \$345.00 | WURLITZER MODEL 850..... | WRITE |
| MILLS THREE BELLS..... | 475.00 | WURLITZER MODEL 750E..... | WRITE |
| MILLS BLUE FRONTS, Club handles, | | WURLITZER MODEL 780E..... | WRITE |
| new crackle finish..... | 89.50 | WURLITZER MODEL 700..... | 289.50 |
| MILLS V. P., Blue & Gold, J. P..... | 47.50 | WURLITZER MODEL 500..... | 179.50 |
| MILLS V. P. BELLS, Chromes, J. P..... | 57.50 | SEEBURG 9800..... | 395.00 |
| JENNINGS SILVER CHIEFS..... | 95.00 | SEEBURG 8800..... | 349.50 |
| JENNINGS RED SKIN CHIEFS..... | 89.50 | SEEBURG MAJOR..... | 279.50 |
| PACE ALL STAR COMETS..... | 49.50 | SEEBURG ENVOY..... | 279.50 |
| MILLS JUMBO PARADES..... | 89.50 | SEEBURG CLASSICS..... | 189.50 |
| BALLY HI HANDS..... | 139.50 | SEEBURG REGALS..... | 139.50 |
| KEENEY SUPER BELLS..... | 189.50 | ROCK-OLA PLAYMASTERS..... | 179.50 |
| BALLY RAPID FIRE..... | 159.50 | ROCK-OLA MASTERS..... | 189.50 |
| BALLY DEFENDERS..... | 169.50 | SCIENTIFIC BATTING PRACTICE..... | 129.50 |
| SEEBURG CHICKEN SAMs..... | 99.50 | SEEBURG SAMs WITH NEW JAP..... | 124.50 |
| UTAH 12-INCH P. M. SPEAKER, new..... | 5.50 | EXHIBIT ROTARY MERCHANDISERS..... | 124.50 |



WANTED TO BUY OR WILL ACCEPT IN TRADE

LATE MODEL PHONOGRAPHS, PACKARD PLA-MOR BOXES, ALL TYPES

ARCADE EQUIPMENT, BALLY RAPID FIRES, CHICKEN SAMs,

SKY FIGHTER, ACE BOMBERS — WRITE EITHER OFFICE — STATE PRICE WANTED

BADGER SALES CO.

1612 West Pico Blvd., Los Angeles, Calif.



BADGER NOVELTY CO.

2546 N. 30th St., Milwaukee, Wis.

COIN
MACHINE
REVIEW

14

FOR
AUGUST
1942

SEATTLE

SEATTLE.—The rubber—or what there is left of it—was slapping against the macadam, and old Sol was smiling all over the sky. We were driving the General Motors fugitive along Eastlake Avenue toward the University Bridge, squinting out the window for signs of a quick remedy for parched throat, when we spotted it: a neat, cozy little tavern set off the main street. A bright neon sign read: "Red Robin."

In less time than it takes to push the plunger of a coin game, we were straddling a stool and calling for the amber fluid. The lady behind the counter turned briskly and scooped up a glass. And then she stopped and looked at us—and gave out with that wide, warm smile that used to knock sales resistance for a loop in the days when sales resistance stood like Gibraltar before the cash register. Maybel Dace, the woman who guided the sales rudder of Harper-Meggee's record department to giddy heights, looked

a lot different from the cool, slack-attired Maybel Dace who was dispensing frothy glasses across the shiny bar.

After twenty years in the disc business, nine of them as record manager at Harper-Meggee, Maybel yearned for the pause that relaxes and also a chance to help her husband, who owns the Red Robin. So a couple of months ago, she reluctantly turned her back to Discland and is now happily ensconced at Hubby's side.

Once past the foam, the liquid wasn't bad, so we talked and sipped and talked. As the beverage flowed, along with the words, we couldn't help but marvel at the wonderful perspective Maybel Dace was now able to commandeer. For years she had listened to the problems of the operator from a jobber's perch. Now she was a location owner and had a birds-eye-view of their position. Where do most music operators err? Do they fall down on service or record selection—or what? And how about jobbers? Have they an accurate picture of the operator and his needs and the location he serves?

The ray of light knifed through the old cranium. We started talking fast. Before the last syllable had died, we had scored a

ten-strike for REVIEW readers. We signed Maybel Dace to guest column the September issue. Maybel was told to shoot the works, to write about anything and everything, to draw on the reservoir of her vast experience, and not to pull any punches. So while she rolls up her sleeves and walks to the typewriter, here's a friendly tip to our readers: Reserve your September copy today. It'll be a corker.

COININGS ON THE CUFF—33⅓% more service from your phono record . . . 40 more plays per number . . . longer life for your needle . . . protection for the abrasive parts of the record . . . 35% lower scratch level. All this and nickels too are guaranteed by the new invention of Snohomish's Bill Lindquist. It's a record lubricant, christened "Record-Life." . . . The army boys got a break when Decca's Alice Anderson decided to join the ranks of Junior Hostesses.

Slip the cabinet off your Model 24, 600, 600-K or 500 Wurlitzer and replace it with
(See SEATTLE Page 16)

everyone's got a nickel for
BROTHER BILL
On Columbia: CHARLIE SPIVAK

yes sir, it's
STRICTLY INSTRUMENTAL

On Columbia
HARRY JAMES

On Bluebird
BOB CHESTER

PANORAMS

LOTS OF 5
OR MORE \$397.50

SINGLES \$424.50

ALL IN A-1 CONDITION—LIKE NEW—LATE MODELS

Will Trade For Legal Equipment

PANORAM PARTS & SUPPLIES
Guaranteed Film Cleaner.....\$4.50 Per Gallon
Brand New Monarch 10c Wall or
Bar Box.....\$7.00
Brand New Adaptor for Panoram
Used for Wall Box.....7.00
4 Wire Armored Cable.....10c Per Foot
Combination Adaptor for Phonograph
Panoram Hookup.....\$35.00

FREE PLAY GAMES
Gun Club.....\$54.50
5-10-20.....87.50
Victory.....87.50
Home Run,
'41.....59.50
A.B.C.....44.50
Bowler.....69.50
Venus.....59.50
Jungle.....59.50

SPECIALS
Wurlitzer 412
Amplifiers \$15.00
Wurlitzer 412
Speakers .. 5.00
Keeney Wall
Boxes.....12.50

SPECIAL!! COMPLETE STOCK OF ALL PARTS FOR EVERY TYPE
PIN GAME EVER BUILT. TELL US WHAT YOU NEED!

GEORGE PONSER CO.

763 S. 18TH STREET, NEWARK, N. J.
(All Phones: ESsex 3-5910)

New Equipment is no longer
available. Make your Old
Equipment

SPARKLE LIKE NEW

Over 2000 New and Different Finishes.
Make your 616's look like a million . . .
your 24's look like TWO MILLION. We
can do the job and DO IT RIGHT!!!!

Come In Today! HURRY!

MILO J. HERRING

1705 W. Pico Blvd.
LOS ANGELES, CALIF.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

"Hit Parade" Champions

NEW YORK—What popular songs has America liked best during the seven years of CBS' "Your Hit Parade"? Barry Wood, singing star of the program, lists the all-time favorites—the songs chosen number one by the public during the years the show has been on the air.

The musical comedy tune which placed most frequently was Jerome Kern's *All the Things You Are*, which appeared on the program 11 times during the winter of 1939-1940.

The all-time motion picture number was Harold Arlen's *Over the Rainbow*, which was sung by Judy Garland in *Wizard of Oz*.

Most-played novelties: *A-Tisket A-Tasket*, *The Merry-Go-Round Broke Down* and the *Woodpecker Song*.

Most-played song adapted from the classics was Larry Clinton's *My Reverie* from Debussy.

Composer most represented in the program since the first broadcast was Irving Berlin.

Today's champion on the program is *Jingle, Jangle, Jingle*, which, incidentally, is the best selling record of Barry Wood's career.

Excelsior Records Debuts

HOLLYWOOD — Excelsior Record Co., fathered by Otis Rene, who has had considerable experience in the tune-writing, producing and recording field, announced their first record release in early August. Firm intends to record and promote original tunes and all will feature colored artists. Rene will be remembered as the originator of the famous Sing Bands of a few years ago.

As the first release Rene has a disc featuring Herb "Flamingo" Jeffries who was the featured vocalist for Duke Ellington and the star of the production "Jump For Joy." Title of the tune is *At Least You Could Save Me A Dream*. Ditty is a haunting one and seems to be tailor-made for automatic phonograph use. Backing up is the Eddie Beal Trio doing *String Follies*.

Gutshall Cabinet Clicks

LOS ANGELES—These are busy days at the Jack Gutshall Distributing Co., for operators are coming in, examining, planking their dough on the line, and carting off the new Twin-12 Replacement Cabinet to their favorite spots. Following the initial announcement in the July REVIEW the wheels started to spin and now Jack is getting down early each morning to take care of the lads.

Jack has a "dressed-up" model of the cabinet which looks like a million dollars and is available for a small piece of change extra.

The Replacement Cabinet is designed to take care of a twin-12 mechanism, a 20 or 24-record mechanism. Installations are easy to make and access is provided from the front as well as the rear. Cabinet is acoustically treated.

yes sir, it's
STRICTLY INSTRUMENTAL
On Decca: JERRY WALD

MUSIC

Government Sues Petrillo as AFM Chief Stands Pat on August 1 Recording Ban

NEW YORK—The United States Department of Justice has filed an injunction suit against James C. Petrillo, president of the American Federation of Musicians, under the anti-trust laws to prevent the union and its president from prohibiting union members from making recordings for radio, automatic phonographs and other non-private use.

Action followed Petrillo's refusal to amend his August 1st order stopping all record making by union musicians. Petrillo contends that 550 of the 800 radio stations in the country employ no union musicians, and that 8,000 to 9,000 musicians could be employed in restaurants, night clubs and other locations that now rely on automatic phonographs. Admitting that members of the AFM received \$3,000,000 annually from recording royalties, he emphasized that they were losing \$100,000,00 in potential employment because of "canned music."

In late July Elmer Davis, director of the Office of War Information, appealed to Petrillo to "reconsider" his ultimatum on patriotic grounds, providing the union's militant \$46,000 a year chief with a face-saving opportunity for postponing his recording ban for the duration.

"I am informed," the OWI director wrote, "that if you enforce this edict three direct consequences will be the elimination of new electrical transcriptions for the use of radio stations, the elimination of new popular records for so-called 'juke boxes,' and the elimination of new popular and classical records for home consumption. I am further informed that this move in all probability will lead to court fights, possible strikes, and definitely curtail musical service to the public in the critical months ahead—months which may well decide the fate of this country's war effort."

"Since several hundred small, independent stations which are cooperating wholeheartedly with the government in the war effort depend for their major sustenance on electrical transcriptions, your order may well force them out of business and thus seriously interfere with the communication of war information and messages vital to the public security."

"Since, as you say yourself, 'music is today one of the finest media for maintaining high public morale,' the elimination of records for use in restaurants, canteens and soda parlors where members of the armed forces go for recreation, and for use in factories where war workers use juke-boxes for organized recreation, can scarcely fail to have a negative effect on morale."

"Therefore, on behalf of the people of the United States and on behalf of the War Department, the Navy Department, the Ma-

rine Corps, the Coast Guard, the Treasury Department, the Office of Civilian Defense, and the Office of War Information, I sincerely urge that you consider it your patriotic duty to stand by your pledge of Dec. 27, 1941, and withdraw your ultimatum of June 25, 1942. Sincerely, Elmer Davis, Director of War Information."

The anti-trust action followed when the Davis appeal went unheeded. In industry circles the anti-trust action was entirely unexpected because the United States Supreme Court had several years ago refused to uphold a union conviction gained by Assistant Attorney General Thurman Arnold in the "hod carrier case" which was based on the principle that a union could not force employment of unneeded workers.

Regardless of the outcome it seems quite certain that there will not be a shortage of records for some months to come. It is known that not only do the wax firms have a large back-log, but that in the past month they have been recording at a frantic rate. One recording executive told a REVIEW reporter that he was ready with all the tunes that will be released through January, while he has a three year supply of classics. Much the same holds true for all record companies, who have tried to work out schedules of releases with the big publishing houses, and have had every band under contract in for at least one recording session. One of the Big Three has over twenty discs by each of its two top bands, which at normal release rates should last them over nine months.

Within the union itself there is considerable dissatisfaction with the stand taken by Prexy Petrillo and many of the topflight bands are plenty hopped up about losing a badly needed source of revenue now that road dates are taking a walloping. In Hollywood one veteran record songster passed the comment that if the union persists he will turn in his card and hundreds will fol-

TURN PAGE

everyone's got a nickel for
BROTHER BILL
On Bluebird: TONY PASTOR

WESTERN HEADQUARTERS FOR KEN-RAD TUBES

Complete Stock of Tubes ON HAND FOR IMMEDIATE DELIVERY. Quick Service. Low Prices. Write for List on Tubes and Other Supplies TODAY!!

SHELLEY RADIO COMPANY

1841 South Flower Street
LOS ANGELES, CALIFORNIA

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

15

FOR
AUGUST
1942

low his acti... ently AFM brags of a membership o' 100.

Evidence of dissatisfaction of the public at large has been voiced editorially in countless newspapers from coast-to-coast. Said one paper: "Certainly large numbers of men are out of work in music, but legislating against the automatic phonograph is like having a taxi company pass legislation to keep people from walking, or having the telephone company try to abolish the post offices. Automatic phonographs, traveling bands, and what they imply have proved their worth—the public wants them and should get them. And quite frankly, they are responsible for a higher level of musicianship than was ever to be found in the old days of the supreme authority of the local and its officers."

Summed up, it is evident that the battle lines have been drawn for a nasty fight with Prexy Petrillo and his none-too-sympathetic membership on the unpopular side of the fence.

SEATTLE

(Continued from Page 14)

a shiny 1942 cabinet—but better not wait too long, because heavy sales and low stocks are tough hombres to lock horns with . . . After receiving assurances that he would be stationed on shore patrol, Thelma Oliver's three-month-long naval husband was transferred to an aircraft carrier—which typically illustrates the uncertainty of the days we live in.

Long may the Beauty Banner wave—Wilma Larsen, replacing Gertrude Reese at Puget Sound Novelty, and Pat Harrington, in for Juanita Anderson at Countner's, are stimulating to the eye and fast on the type-writer. . . . In casting off office life for home life via Matrimonial Road, Juanita Anderson became the third casualty to Danny Cupid at the Countner Husband Trappery. . . . After a short interim, Northwest Sales are once again Rock-Ola's Washington State distributors, featuring the Commando.

Louis Karnofsky

Cash in
ON THE MOST PROFITABLE MONTHS for AUTOMATIC MUSIC with

Join the hundreds and hundreds of progressive Music Men of the West who have found in the BENNETT 4,000 PLAY NEEDLE the finest long-play needle they have ever used in their phonographs.

Now, as never before, you need the very finest needle you can possibly obtain. Your records must obviously last longer, your needle service calls must be cut to the absolute minimum, for the shortage of shellac and rubber, and the edict of AFM's Petrillo have made these POSITIVE MUSTS in the music operating field.

Therefore GET THE BEST without further delay. Conserve NOW! Send for prices and quantity discounts TODAY!

Hats Off To

TOP BENNETT NEEDLE DISTRIBUTOR THIS MONTH

We doff our topper this month to R. A. Howe Co., Ltd., Honolulu, who leads the jobbers and distributors of the West with the largest BENNETT 4,000-PLAY NEEDLE sales for the month ending August 15. The customers of Honolulu are finding too, that there is no superior needle to the BENNETT 4,000-PLAY NEEDLE!

W. E. SIMMONS

Factory Representative for Bennett Needle in 11 Western States

1025 N. Highland Avenue

GRanite 4148

Hollywood, California

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

WANTED IMMEDIATELY!

**PHONOGRAPHS and MUSICAL EQUIPMENT
OF ALL TYPES, CONSOLES, MILLS 4 BELLS,
3 BELLS and SUPER BELLS**

HIGHEST PRICES PAID!

We are also interested in buying routes in any part of the country.

Send us a list of your equipment today for immediate cash offer,
or list your equipment with us for quick sale.

GENERAL MUSIC CO.

2277 West Pico Blvd.
LOS ANGELES, CALIF.

1157 Post Street
SAN FRANCISCO, CALIF.

Topeka Sets Licenses

TOPEKA, Kansas—A \$5.00 per year license fee has been placed on automatic phonographs by the City Commission. Heretofore the machines were license free.

Marble tables, out of the city for four years, have been restored to operation with a tax of \$10.00 per table, per year. Vending machines operating on a dime or more will be assessed \$5.00 per year, and vendors operating on less than ten cents draw a \$2.00 license. Penny Arcades will be issued a license at \$50.00 per year.

Girls At Rock-Ola Plant

CHICAGO.—Most of the front page of the metropolitan section of the Tribune for July 19th was given over to a story on how 3,000 girls will soon be at work at the huge plant of the Rock-Ola Manufacturing Corp. making weapons of war for their husbands and sweethearts in the front line trenches.

Piece was embellished with seven photos showing comely young gals operating various pieces of intricate machinery.

Record Maker Shelved

CHICAGO—How a \$50,000 machine—an elaborate affair reminiscent of a cartoonist's imagination—was walled up for the duration by Rock-Ola Mfg. Corp., was revealed here Aug. 6th.

The big machine, which daily turned out about 50,000 steel records for home recording, had been in use only 3 months, when the war ended its operation.

The brain child of David C. Rockola, the machine took sheet steel into its intricate mechanism, stamped out round discs, gave them three coatings of a recording lacquer, put them through a baking oven, and finally sent them forth ready to receive recordings.

TUBES

For Your Phonographs.

"WE'VE GOT 'EM"

Small Maintenance Orders Only. List Less 30%. No Deposit Required.

W. R. BURTT

308 Orpheum Bldg.

WICHITA, KANS.

The BENNETT 4000 PLAY NEEDLE

SO. CALIFORNIA

LOS ANGELES—Vacations have been of paramount consideration in the minds of Mr. and Mrs. Coindom of Southern California for the past four weeks. Some sought mountains, some found pleasure at the beaches in the current dim outs (no comments), and some just stayed at home and planted those plants that grow regardless in the magic earth of California.

Harry Winslow loaded up the wife and daughter and left July 20th for his regular visit with the folks near Butte, Montana, and to see if the fishing holes that have been so fertile in years past have been discovered by others. Harry went via Salt Lake and planned the trip so he could get through the hot desert country during the night.

Mansom & MacDonald, who have Arcades down in the Long Beach Pleasure Zone, found a visit worth while to Paul Laymon's establishment recently.

Stanley Turner, former service instructor for Wurlitzer and Packard Products, is now doing his bit for Uncle Sam as foreman in the Electrical Research Co. Stanley took over on July 20th.

H. Gorman, who operates the Hip Arcade at Redondo Beach, and has a concession or two in travelling carnivals, can tell some yarns about the old-timers. Gorman used to run slots up in the Stockton area when California was the golden state the Chamber of Commerce now advertises in another way. Lately Gorman has been doing not-too-badly with his Arcade at the Beach, although a renegade raft undermined his place, clipped the pilings, and several thousands of dollars worth of automatic equipment dropped into the rocky surf. By the time Gorman got boats down to pick up what was left a six-inch piece of board from a Rock-Ola World's Series seemed to be the main salvage. Gorman is taking it in stride for the insurance lads are digging deep to find the clauses nobody reads.

Paul Butts, from Bakersfield, found some consolation in getting over the hills in late July and found Los Angeles an oasis if there ever was one.

Jack Gutshall's right hand gal, Jane Carico, is now on her two week vacation. Said Jane: "I'll do this one close to home. Heavens knows what might happen." Jane should know!

Ray Thomas advised the operators on July 13th that counter sales will be made on Monday, Wednesday and Friday only, with no deliveries on other days. Well, well!

Elaine Ryan is the new face at Badger Sales. She replaces Lawrence Taylor, who is now in the Office of War Information in Washington. Elaine was formerly with the Music Institute of California.

G. L. (Red) Catlin is happy about the war business his Arcade is doing at Indian Springs.

Ed and Vance Mape were in town during July to check over with head-man L. B. McCreary, ways and means of serving Seeburg operators even better than before.

And at Mape Music we must doff our hats to the sweet receptionist and office manager, Geraldine Douglas, who took the plunge in Yuma, Ariz., on July 5th and came home with C. B. Krausi as hubby. THE REVIEW extends every best wish to the couple.

Paul Laymon has had a full share of visitors during the past month. In for new equipment, to chew the fat, and sample the Laymon brand of hospitality were: Ray Reynolds from Big Bear; Harry Gordon from San Diego; Lucille Arnold from Barstow; Lewis Leibe from Hanford and Bishop, and Charles Waite from Phoenix.

Mr. and Mrs. Carlsen, Phoenix, are in town on vacation and enroute to Big Bear.

Mac Sanders moved on August 1st to a spot next door to his

TURN PAGE

WILL BUY FOR CASH OR TRADE

Any 12 or 24-Record WURLITZER
Regardless of condition of cabinet

Contact Us TODAY

CALIFORNIA SIMPLEX DISTRIBUTING CO.
1348 Venice Blvd. Los Angeles, Calif.



**They're YOUR Protection
On the Fighting Front!
Keep Them Supplied—
BUY MORE BONDS NOW!**

**And - At Home —
WE'RE READY TO SERVE YOU WITH**

1

NEW TWIN-12 CABINET

The Finest Replacement Cabinet Offered Operators Today. Accommodates any twin 12, 20 or 24-record mechanism. Easy, simple to install. Service from front and rear. Choice of finishes. Beautifully illuminated. Comes complete with lights installed. Investigate NOW for only a limited number will be available.

2

BENNETT 4000-PLAY NEEDLE

The Peer of ALL Phonograph Needles. Eliminate unnecessary service calls with a needle that will stay on the job, keep playing and furthermore, BE KIND to your records. The most economical needle on the market today. Get our special introductory offer. Use the needle the nation's leading music men swear by—NOT AT!

3

CAPITOL RECORDS

If you haven't tried this new label get started now. The top names of the entertainment world are represented and numbers from the first two releases have become national hits in a record short time. RELEASE NUMBER THREE will be ready in our showrooms on August 17th.

JACK GUTSHALL DISTRIBUTING CO.

1870 W. Washington Blvd.

Los Angeles, Calif.

ROchester 2103

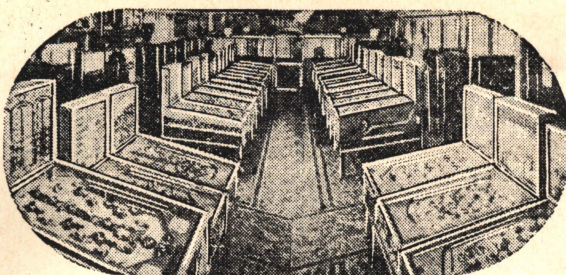
COIN
MACHINE
REVIEW

17

FOR
AUGUST
1942

FREE PLAYGAMES READY TO GO!

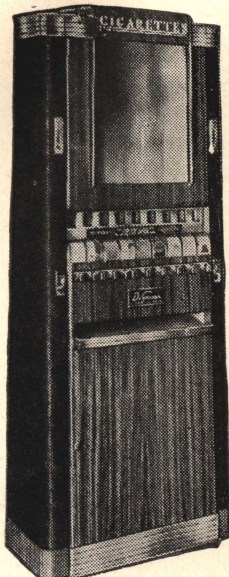
**Packed in New
Cartons—All
Perfect!
Games Shipped
Same Day Order
Received!**



| | |
|--------------|---------|
| Big Parade | \$75.00 |
| Victory | 75.00 |
| Venus | 75.00 |
| Jungle | 49.00 |
| South Paw | 49.00 |
| Captain Kidd | 39.00 |
| Majors '41 | 39.00 |

| | |
|----------------|---------|
| Horoscope | \$39.00 |
| Big Chief | 29.00 |
| Silver Skates | 29.00 |
| Fleet | 29.00 |
| Twin Six | 29.00 |
| Big League | 29.00 |
| Pan American | 29.00 |
| Sky Line | 19.00 |
| Progress | 19.00 |
| Formation | 19.00 |
| School Days | 19.00 |
| Merry Go Round | 19.00 |
| Stars | 19.00 |
| Commodore | 19.00 |

| | |
|--------------------------------------------------------------------------|---------------|
| Boom Town | \$19.00 |
| Score-a-Line | 19.00 |
| Dixie | 19.00 |
| 1 Soundview Movie Machine, Brand New, Bargain | \$300.00 |
| 2 Filmtone Movie Machines | \$500.00 Each |
| 30 Cecco Hot Nut Machines, Twins, Like New, \$5.00 Each, Lots of 5 | |
| 6 Brand New Samco Drilled Ball Gum Machines | \$5.00 Each |



BEAUTIFUL CIGARETTE MACHINES

U-NEED-A-PAK, Model 500, Walnut Finish:

| | |
|----------------------------------------------------------|--------------|
| 7 Cols. | ea. \$125.00 |
| 9 Cols. | ea. 135.00 |
| 15 Cols. | ea. 150.00 |
| RECONDITIONED, RESPRAYED USED MACHINES—CLOSE OUT! | |
| 9 Col. DuGreiner H | \$85.00 |
| 7 Col. DuGreiner W | 75.00 |
| 7 Col. DuGreiner S | 50.00 |
| 8 Col. U-Need-A-Pak 2 Kings | 75.00 |
| 6 Col. U-Need-A-Pak | 40.00 |

TERMS ALL ORDERS: 1/3 Deposit With Order,
Balance Shipped C. O. D.

JERSEY SPECIALTY CO.

Route 23, Newark Pompton Turnpike
Next to Passaic River Bridge

SINGAC, N. J.

Phone: Little Falls 4-0784

COIN
MACHINE
REVIEW

18

FOR
AUGUST
1942

previous headquarters. At 2845 West Pico Mac intends to care for his customers and use the spot for an operating base.

Percy Shields really tasted heat when he made a delivery of Arcade Equipment down Indio way the last week in July. With 110 in the shade Percy had a tire go out on his trailer and it practically ditched him.

After spending a full month at Big Bear Jack Gutshall believes he's discovered how to get the limit of trout without wasting too much time. Jack invited his secretary, Jane Carico, to accompany him and the missus on a fishing trip at Big Bear recently. Jane didn't expect to fish, but when she saw how exquisitely her employer handled his rod and reel, she asked for a fishing pole of her own. Jack quickly accommodated, and almost as quickly a game warden came by, questioned the party, made threats, raised hell and Jack went into action. Jane quickly acquired a fishing license, and as night fell . . . ALL WAS WELL.

Lucille Laymon has enlisted for Canteen Duty for the American Red Cross.

G. M. O'Dell, Radium Springs, New Mexico, visited THE REVIEW on August 10th, and commented on the activity at Radium Springs. O'Dell is the major-domo of the town and owns the hotel, swimming pool, and most of the stores. At present, he states, invalids from all parts of the nation are finding the curative waters of Radium Springs very beneficial. As a result, O'Dell's coin-operated equipment is getting a good play.

Glen Wallichs, g. m. of Capitol Records, returned to Hollywood on the 1st, excited

over the reception given Capitol's first two releases from here to the eastern coast.

Russell Smith, head-man at the L. A. office of California Simplex, is back from a month's trip to Chicago. Russell got a taste of hot weather when he fished in Northern Minnesota on the way home. Russell is currently whispering about the new Wurlitzer replacement cabinet.

Arcade Boss Murphy, who has the Arcade at Crestline in the San Bernardino Mountains, and is about ready to open a new Arcade in the Imperial Valley, was in

Los Angeles late in July to buy equipment from Percy Shields, and others, for his new spots.

J. A. Ewing, Bakersfield, is back from a trip to Washington, D. C., and New York City.

C. C. Goodson, one of the old-timers in the coin machine business, was in from Pasadena talking over the good old days with Paul Laymon.

Marvin Jones, son of Roy Jones, well-known music operator, is an air cadet at Santa Ana Air Base.

Nelson Baker, former service man for Paul A. Laymon, is in training at Shepherd Field, Texas. Nelson is in the Technical Ground Training School.

Frank Richards, floor salesman for General Music, can tell 'em taller than anyone we've ever encountered. For example Frank said he was fishing for Bonita and the fish were so thick he couldn't row his boat. AND to top that—Frank tells of a fishing excursion in Alaska where the trout were so plentiful that you could lift them out of the water in your own skillet. All of which moves us to nominate said Richards for membership in the Burlington (Wis.) Liars' Club. We think Richards will fare well on honors.

Robert Fairchild is now in training at San Diego for service in the Navy.

A. S. Beutler, of the Laymon firm, is back from the High Sierras with pictures to prove he really did get what others talk about.

William Rowe, Phoenix, Ariz., picked July as a good time to come West and pick up equipment.

Paul Blackford

Shelley Surprised

LOS ANGELES—During the first week of August a very bewildered individual, none other than Mr. Shelley of Shelley Radio Co., 'phoned THE REVIEW and said: "My goodness where does your magazine really go? I'm getting tube orders from all over the United States!"

Shelley apparently didn't know that THE REVIEW has the blue ribbon subscription list of operators in the industry from coast-to-coast. Even though his tube supplying business must necessarily be confined to serving Music Men in the Western Area during the war months Shelley is appreciative of the national interest and hopes to be able to supply these customers at an early date.



LEO J. MEYBERG CO.

VICTOR



RECORDS

1. JINGLE, JANGLE, JINGLE
Victor 27909—Freddy Martin
Bluebird 11533—Barry Wood
2. CONCHITA, MARCHITA, LOLITA, LOPEZ
Victor 27931—Dinah Shore
Bluebird 11542—Abe Lyman
3. ONE DOZEN ROSES
Victor 27881—Dinah Shore
Bluebird 11486—Art Kassel
4. WHO WOULDN'T LOVE YOU?
Victor 27891—Freddy Martin
5. JOHNNY DOUGHBOY
Victor 27870—Sammy Kaye
Bluebird 11503—Freddy Martin
Bluebird 11523—Barry Wood

LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . 70 Tenth Street

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

★ ★ ★ RECORDS ★ ★ ★

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

- 5★ **EXTRA GOOD.** Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.
4★ **VERY GOOD.** Possessing universal appeal. Suitable for any type of location.
3★ **GOOD.** Suitable for rounding out balanced

programs. Numbers fading in popularity.

ABBREVIATIONS

Initials preceding record numbers indicate labels, thusly: B—Bluebird; C—Columbia; D—Decca; O—Okeh and V—Victor.
FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

★ ★ ★ ★ ★ 5 STAR

- D-18436 The Merry Macs
ROLLEO ROLLING ALONG (OT)
PUT ON YOUR OLD GREY BONNET (OT)
D-4343 Bing Crosby
CONCHITA, MARQUITA, LOLITA, PEPITA, ROSITA, JUANITA LOPEZ (V)
THE OLD OAKEN BUCKET (V)

★ ★ ★ ★ 4 STAR

- B-11570 Vincent Lopez
CACHITA (Conga)
LOS HIJOS de BUDA (Rumba-Conga)
B-11566 Four King Sisters
I'VE GOT A GAL IN KALAMAZOO (FT)
OVER THE RAINBOW (V)
B-11562 Bob Chester
BY THE LIGHT OF THE SILVER MOON (FT V)
HE'S MY GUY (FT V)
B-11564 Erskine Hawkins
'TAINT NO GOOD (FT V)
KNOCK ME A KISS (FT V)
B-11559 "Doc" Wheeler
WHO THREW THE WHISKEY IN THE WELL? (FT VC)
KEEP JUMPIN' (FT)
B-11560 Spike Jones
COME, JOSEPHINE, IN MY FLYING MACHINE (W-FT)
SIAM (Two-Step VC)
D-18432 Bing Crosby
MY GREAT, GREAT GRANDFATHER (V)
THE BOMBARDIER SONG (V)
D-18433 Jimmy Dorsey
I'VE GOT A GAL IN KALAMAZOO (FT)
SERENADE IN BLUE (FT)

- D-18434 Frances Langford
SERENADE IN BLUE (V)
AT LAST (V)
D-18435 Guy Lombardo
I MET HER ON MONDAY (FT)
GOBS OF LOVE (FT)
D-18412 Fred Waring
ANITRA'S DANCE (FT)
BRAZIL (FT)
D-18413 Connee Boswell
WONDER WHEN MY BABY'S COMING HOME (V)
SOUTHWIND (V)
D-4333 Gene Austin
MY BLUE HEAVEN (FT)
YESTERDAY (FT)
D-18371 Bing Crosby
WALKING THE FLOOR OVER YOU (V)
WHEN MY DREAM BOAT COMES HOME (V)
D-18423 Connee Boswell
MIGHTY LIK' A ROSE (V)
HE WEARS A PAIR OF SILVER WINGS (V)
D-18374 Russ Morgan
WINDMILL UNDER THE STARS (FT VC)
JUST AS THOUGH YOU WERE HERE (FT VC)
D-18399 Guy Lombardo
JINGLE JANGLE JINGLE (FT VC)
IDAHO (FT VC)
D-18421 Ella Fitzgerald
CAN'T HELP LOVIN' DAT MAN (V)
I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME (V)

everyone's got a nickel for
BROTHER BILL
On Bluebird: TONY PASTOR

- D-18422 Raymond Scott
CAREFUL CONVERSATION AT A DIPLOMATIC FUNCTION (FT)
CARRIER PIGEON (FT)
V-27948 Alvin Roy
I NEVER KNEW (FT VC)
WHEN IT'S MOONLIGHT ON THE BLUE PACIFIC (FT VC)
V-27943 Glenn Miller
CONCHITA, MARQUITA, LOLITA, PEPITA, ROSITA, JUANITA LOPEZ (FT VC)
LONG TALL MAMA (FT)
V-27945 Vaughn Monroe
HIP HIP HOORAY (FT VC)
WHEN THE LIGHTS GO ON AGAIN (FT VC)
V-27940 Dinah Shore
MAD ABOUT HIM, SAD WITHOUT HIM, HOW CAN I BE GLAD WITHOUT HIM (Blues V)
BE CAREFUL, IT'S MY HEART (V)
V-27936 Alvin Roy
KEEP SMILIN', KEEP LAUGHIN', BE HAPPY (FT VC)
THE SINGING SANDS OF ALAMOS (FT VC)
D-18442 Kenny Baker
I'M GETTING TIRED SO I CAN SLEEP (V)
I LEFT MY HEART AT THE STAGE DOOR CANTEN (V)
D-18444 Russ Morgan
I LEFT MY HEART AT THE STAGE DOOR CANTEN (FT VC)
THAT RUSSIAN WINTER (FT VC)
D-18445 Guy Lombardo
LIGHT A CANDLE IN THE CHAPEL (FT VC)
LOVE IS A SONG (FT VC)

★ ★ ★ 3 STAR

- B-11568 Teddy Powell
THERE WILL NEVER BE ANOTHER YOU (FT VC)
A BOY IN KHAKE—A GIRL IN LACE (FT VC)
B-11569 "Fats" Waller
BY THE LIGHT OF THE SILVER MOON (FT VC)
SWING OUT TO VICTORY (FT VC)
B-11567 Earl Hines
STORMY MONDAY BLUES (FT VC)
SECOND BALCONY JUMP (FT VC)
B-11561 Charles Kama
MY HOPI HOOLE HULA GIRL (FT VC)
HAWAIIAN HOTEL MARCH
D-6058 Denver Darling
IT'S YOUR WORRY NOW (HB V)
SILVER DOLLAR (HB V)

TURN PAGE

COIN
MACHINE
REVIEW

19

FOR
AUGUST
1942

Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.
Eastern Company
620 Memorial Dr., Cambridge

MILWAUKEE, WIS.
Taylor Electric Co.
112 North Broadway

NEW YORK, N. Y.
Bruno-New York, Incorporated
460 West 34th Street

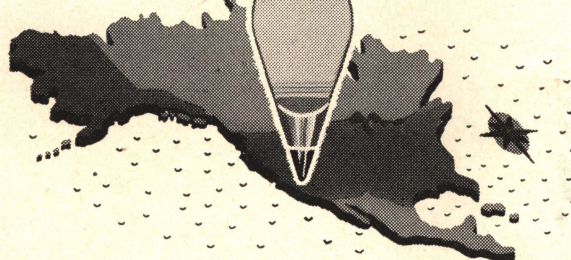
PHILADELPHIA, PA.
Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.
202 S. Pulaski St., Baltimore, Md.

It Pays to Use
VICTOR and
BLUEBIRD
RECORDS



PERMO POINT



The favorite needle of coin
phonograph operators everywhere!

PERMO PRODUCTS CORP. 6415 RAVENSWOOD AVE.
CHICAGO, ILLINOIS

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

D-4334 Ted Fio Rito
CHARLEY MY BOY (FT)
I NEVER KNEW (FT)

D-4335 Harry Harden
SET 'EM UP POLKA (OT)
WHAT WILL MY MOMMIE SAY NOW (OT)

D-6057 Cindy Walker
NOW OR NEVER (V OT)
WHY I DON'T TRUST THE MEN (V OT)

D-18398 Andrews Sisters
PENNSYLVANIA POLKA (V)
THAT'S THE MOON, MY SON (V)

D-18372 Jimmy Dorsey
SORGHUM SWITCH (FT VC)
MY DEVOTION (FT VC)

V-27946 Freddy Martin
ABRAHAM (FT VC)
WHITE CHRISTMAS (FT VC)

V-27947 Tommy Dorsey
IN THE BLUE OF EVENING (FT VC)
A BOY IN KHAKE—A GIRL IN LACE (FT VC)

V-27944 Sammy Kaye
I CAME HERE TO TALK FOR JOE (FT VC)
WHERE THE MOUNTAINS MEET THE SKY (FT VC)

V-27941 Tommy Dorsey
LIGHT A CANDLE IN THE CHAPEL (FT VC)
HE'S MY GUY (FT VC)

V-27942 Hal McIntyre
WHEN YOU'RE A LONG, LONG WAY FROM
HOME (FT VC)
PLAY NO. 49 (FT)

V-27934 Glenn Miller
I'VE GOT A GAL IN KALAMAZOO (FT VC)
AT LAST (FT VC)

V-27935 Glenn Miller
THAT'S SABOTAGE (FT VC)
SERENADE IN BLUE (FT VC)

PHILADELPHIA

PHILADELPHIA.—There's only one big question on tap right now. What will happen to records after August 1? Will the musicians' union take the rash move which their president threatened? Can the record companies accomplish anything against the musicians? The questions are numberless and the activities intended to combat any detriment to the music machine industry varied, but nothing can be known until late in August.

It is known that the big companies have speeded their pressing and recording activities greatly so as to have new matrixes which can continue to pour out new tunes arranged by Glenn Miller, Tommy Dorsey, Dinah Shore, Vaughn Monroe and Bing Crosby, even during the period when the musicians halt their members from making new recordings. That means that the entire problem may be settled before it can even affect the operator and the radio station, at which the record activity ban is aimed by the addle-brained directors of the move.

The new Capitol record is making its appearance on some local radio stations and a representative has been visiting operators, but there is apparently no planned local activity since all shipments are being promised as coming from New York.

Former Rosen Co. salesman Eddie Hughes, now a marine at Paris Island, wrote to his friends in civilian life that he received a medal for sharpshooting with the rifle, with the pistol, honorary mention for bayoneting and is middle weight champ of the entire encampment. Still a good man and a follower of Glenn Miller and Carson Robison.

Martin Taub, head of the service department for Mutual Music, had a great chest expansion resulting from birth of a girl to his wife.

Operators will have ample time to push some of the old records and comparatively new discs by some of the biggest Victor and Bluebird stars during the month of August when Tommy Dorsey, Sammy Kaye, Alvino Rey and the King Sisters, in addition to the king-of-them all, Glenn Miller, visit the local Earle theatre during the month of August. A special series of promotions for the individual artists will be conducted by Raymond Rosen & Co. Operators will come

Current ELITE - HIT & CONCERTONE RECORDS

Now Available At

J. N. CEAZAN CO.

Wholesale Distributors

1700 S. Figueroa St., Los Angeles, Cal.
Phone: PRespect 5401

COIN
MACHINE
REVIEW

20

FOR
AUGUST
1942

Miracle Point

*The phonograph
needle that plays*

better — longer!

1 TO 12, 25¢ EA. - 13 TO 99, 23¢ EA. - 100 UP, 20¢ EA.

MIRACLE POINT NEEDLE / MIRACLE POINT NEEDLE

M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

If you want the facts . . .

ASK THE MAN WHO RUNS THEM!

That's the way to find out which remote control installation is the best buy for you—which pays the biggest return per dollar of cost . . . which requires least amount of service! You'll find Buckley FIRST CHOICE among successful Western Music Men.

LEADING WESTERN OPERATORS WHO HAVE INSTALLED 5 OR MORE BUCKLEY MUSIC SYSTEMS:

J. H. Harris, Inc.
217 Main Street
Vancouver, Washington

Mr. Johnny Welch
New Heathman Hotel
Portland, Oregon

Mr. Otis Anderson
3703 S. W. Gable Lane
Portland, Oregon

Mr. E. M. Bush
Marshfield, Oregon

Mr. William Paradise
Crest Novelty Company
243 W. Trent Street
Spokane, Washington

Mr. J. H. Rhodes
3418 So. Grand
Spokane, Washington

Mr. Frank Countner
3207 Eastlake Avenue
Seattle, Washington

Heberling Bros.
106 Elliott Avenue West
Seattle, Washington

Fred Abdallah
510 S. San Joaquin Street
Stockton, California

Rozis Vending Service
204 Camino Alta
Vallejo, California

J. H. Ludeman
5871 St. Paul Court
Oakland, California

C. M. Roe
2271 19th Avenue
San Francisco, California

Frank Allen
975 Bush Street
San Francisco, California

Bill Hogan
4001 Balch Street
Fresno, California

D. B. Scotto
919 10th Street
Sacramento, California

E. F. Lyon
2625 Elm
Long Beach, California

Roy C. Jones
1231 W. 40th Place
Los Angeles, California

Tom Catana
1250 E. 74th Street
Los Angeles, California

O. H. Presher
4258 Euclid Avenue
San Diego, California

A. J. Fox
1254 India Street
San Diego, California

Talk to one of these men . . . get their opinion on Buckley . . .
then see your nearest distributor whose name appears below!

BUCKLEY DISTRIBUTORS

GENERAL MUSIC COMPANY

2277 West Pico Blvd., Los Angeles, Calif.

CHARLES A. ROBINSON

1911 West Pico Blvd., Los Angeles, Calif.

WILLIAM CORCORAN, Pacific Coast District Manager for Buckley Music Systems, Inc.

1157 Post Street, San Francisco, Calif.

WESTERN DISTRIBUTORS

3126 Elliott Ave., Seattle, Wash.

in for their share of personal benefit from these programs.

First result of this cooperative program between Victor record artists and Raymond Rosen & Co. was a party held for the leading trade-folk at the Ritz-Carlton hotel, Wednesday evening, August 5, in honor of Tommy Dorsey and his bandsmen.

Alvin Gruaer, advertising manager of Gimbel Bros., and a figure well known to all operators because of his cooperation in planning a special operator-Gimbel Bros. fall tie-up, joined the Army on July 29.

The Defense unit of operators and servicemen formed by Jack Cade, who is serving with county headquarters, has already seen some action during the test air-raids and received commendation from local officials.

Because of the blackout regulations limiting activity at the seashore not many penny arcades are operating along the shorelines of Atlantic City. However, ingenious operators have located their quarters just outside of the dimmed-out shore line area and are doing a thriving business with the thousands of soldiers being housed in the hotels taken over by the government.

Biggest smash hit of the year is "I Got A Gal In Kalamazoo" from Glenn Miller's new picture, "Orchestra Wives". It has already caught on swiftly in the manner of Glenn's famous "Chattanooga Choo Choo". Another selection of another style, which is drawing plenty of nickels into the tills, is "Serenade In Blue".

A tune that has received a host of air-plugs due to the energetic efforts of Elliott Wexler who first caught its possibilities is "Brother Bill". Though not a sensational "comer" it has definite promise and continues a steady climb upward on the Philly hit parade. The Charley Spivak and Tony Pastor versions are among the best releases.

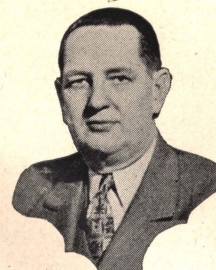
Jack Cade continues his activity on behalf of members of the Phonograph Operators Association membership by securing favorable newspaper publicity regularly and also by immediately refuting all detrimental news about the industry. He has gained the confidence of newspaper editors and was personally successful in dissuading a large publication from running a story which would have presented the business in an unpleasant manner.

Raymond Rosen & Co. were this month appointed distributors for the long-life Pfanstiehl needles which are being rapidly placed by operator salesman Nelson Verbit, who has gained the confidence and friendship of all operators.

Harry Bortnick

The Automatic Phonograph and Its Music in a World at War

by
E. C. STEFFENS, Vice-President & General Sales Manager
Permo Products Corporation, Chicago, Illinois



E. C. STEFFENS

As we learned military strategy and technique during World War I, so we should also have learned the important part music plays during a time of War in the lives of our armed forces as well as in the lives of those people who remain at home.

What puts pep and spring into marching feet at a parade? IT'S THE BAND.

The response to appeals for volunteers and sale of War Bonds is much greater under the influence of lively, patriotic music than without it. The answer? PROPER MUSIC STIRS UP AND ACTIVATES INHERENT PATRIOTISM THAT MAY OTHERWISE REMAIN DORMANT!

Hundreds of men in the Coin Phonograph Industry saw service during the first World War. These men will remember how music, which then was not so conveniently available, kept up the morale of the boys under any and all circumstances.

Few, if any, automatic phonographs were available to the forces in those days. Instead, the old manually-operated phonographs and portables were used. Many were the portables that were taken almost into the front line trenches where they gave forth music, and even though crude, it sounded like a symphony to the boys who hungered for anything to take their minds off the terrific and important job at hand.

Those who were sick or wounded and spent days, weeks, months, and sometimes years in the hospitals appreciate fully the benefit of phonographs in helping them pass the hours of pain and discouragement. This music was truly a Godsend to them.

I know of a ukelele which was carried into the front line trenches in France on the back of a marine to furnish music to its owner and his buddies when they had a few minutes of leisure. This little "uke" came out with two wound stripes as evidence of its service in action.

Experience in those days with the old manually-operated phonographs was at least indirectly responsible for one of the inventions which later became a boon to all coin operated operators.

The constant changing of needles on

these old phonographs germinated the idea of a long-life phonograph needle in the mind of Art Olsen, personally known to hundreds in the Industry as the President of Permo Products Corporation, who then was a fighting marine in France. From that idea the Permo Point needle was conceived as the original long-life needle for coin phonographs.

As a result of wounds received in the Battle of Soissons, July 18, 1918, he was confined to hospitals in France and the States for over five years. During these years a phonograph was Art's principal source of entertainment. Therefore, he like thousands of others, is appreciative of how much such music can mean to those who may be caught in similar circumstances in World War II.

Just as time and experience have improved War-making equipment so has the phonograph been improved, and it is, therefore, much more capable of bringing greater entertainment and pleasure to those boys who enjoy it so thoroughly.

The PX's (Post Exchanges), Service Clubs, or Day Rooms, commonly known during the last War as Recreation Centers or Canteens, in every post should have an automatic phonograph, and it is almost a "must" in every U.S.O. center.

Induction centers, where the boys must sometimes wait for hours and frequently a whole day without anything to do, should have a phonograph for entertainment. There is no more important time to keep up the spirits, which can be done with music, than when the boys are on the threshold of their service in the armed forces.

Reference to the automatic phonographs herein applies to coin-operated types, but if such machine is actually operated by coins in any of these locations, the intake thereof should go to the benefit of the men and not to an operator. To make the boys pay for music in such centers to the profit of an individual or individuals is, we believe, unpatriotic.

The need for phonographs in these locations has not been entirely overlooked, but there is still much that can be done in this direction, as many of these posts could use from 25 to 30 phonographs to great advantage.

Last year, one of the large automatic phonograph manufacturers donated some sixty phonographs for recreation centers. At the same time, Permo Products donated a supply of needles. As evidence of how this entertainment will bring contentment and well-being, we quote a letter received

TURN PAGE

COIN
MACHINE
REVIEW

21

FOR
AUGUST
1942

AUGUST, 1942

Subscription Order COIN MACHINE REVIEW

1115 VENICE BLVD., LOS ANGELES, CALIF.

35 East Wacker Drive, Chicago

441 Lexington Avenue, New York City

1007 Terminal Sales Bldg., Portland, Oregon

Please enter my subscription to THE REVIEW for:

_____ 3 Years . . . \$2.00

_____ 1 Year . . . \$1.00

to start with the _____ issue. A remittance in full is attached hereto.

NAME _____

ADDRESS _____

CITY _____

STATE _____

OPERATOR _____

JOBBER _____

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

from Brigadier General F. H. Osborn, Chief of the Morale Branch:

"This will acknowledge receipt of the package of 300 Standard Permo Point Needles. It is very gratifying to learn of your gift of this material for the use of the men in the armed forces in the outlying bases. The gift will contribute substantially to the contentment and well-being of the men serving our country in isolated locations. I am sure these men will be deeply appreciative."

The Servicemen's Recreation Center in Chicago, one of the largest in the country, has three or four automatic phonographs in constant operation. Permo supplies gratis the needles for these machines, as well as for the one in the recreation center at Chanute Field at Rantoul.

Phonograph operators can do much in such a program. For example, in those cities where recreation centers are maintained, one operator could, each week, take over the supplying of records and servicing gratis for one phonograph. This would assure the boys of uninterrupted entertainment with the best music. The cost to each operator would be small but the benefit would be great.

The phonograph operating industry could and should make sure that each such recreation center or hospital has a phonograph with a constant supply of playable records.

Automatic phonographs also play an important part in the home front. Outstanding in this was the campaign which placed the record "Any Bonds Today" on every phonograph in the nation during October of last year. It is practically impossible to find a machine now which has less than two or three patriotic numbers on the program.

In defense areas the demand for phonographs has been great. Not alone because money is plentiful, but because the men and women are working at top speed and they find music, as furnished by the automatic phonograph, a great relaxer and entertainer.

Many large industrial plants broadcast music over their loud-speakers throughout the plant at regular intervals during the day. It has been proved that this practice speeds up production as well as eliminating the strain and monotony for the worker. Permo Products has been doing that for the past year with excellent results, having a musical period during both morning and afternoon.

Ordinarily you do not hear a school teacher arguing for the benefits of the "juke box," as they put it, for the high school boys, but this is the reasoning used by a school teacher with whom I chanced to talk a few days ago:

"Were it not for the 'juke box,' the average high school boy would be out of luck in his competition for dates among his girl friends since many of his classmates have left school to take jobs in defense plants which provide them with sufficient money to take their 'dates' dancing to the music of an orchestra. Without the music of the best bands on the phonographs available for dancing to the high school boy and his girl friend, he would be greatly handicapped in the entertainment he could provide as against the boy with money coming in from his defense job."

Some interesting and unusual incidents arise from playing recordings of our National Anthem. Several wired music studios discontinued the use of these records, because location owners claimed that it led to heated arguments. Here's how it worked—a patron would stand a few times when

Don't Miss These Lazar Specials For August! Quality Guaranteed!

NEW CONSOLES — ORIGINAL CRATES
Bally Club Bell—Conv.....\$259.50
Keeney 5c Super Bells—Conv..... 245.00
Mills Jumbo Parade—Conv..... 169.50
Bally Thorobred—One Ball..... 269.50

NEW FIVE BALL FREE PLAY PIN GAMES
Genco Victory\$109.50
Genco Defense 109.50
Gottlieb's 5-10-25 109.50
Gottlieb's Texas Mustang..... 89.50

GOOD USED CONSOLES, CONV. CASH OR FREE PLAY

BALLY CLUB BELL
(4 coin conv.).....\$174.50
BALLY BIG TOP..... 59.50
BALLY HIGH HAND..... 109.50
JENNINGS SILVER
MOON..... 75.00
MILLS JUMBO—Conv.
Cash & Free Play..... 139.50

MILLS JUMBO—Free
Play 65.00
BALLY TEASER,
Cash P.O. 69.50
BALLY GOLD CUP—
1 Ball 49.50
BALLY SPORT PAGE—
1 Ball (Pay Table)..... 69.50

KEENEY 5c SUPER
BELL 149.50
KEENEY PADDOCK
CLUB 89.50
PACES RACES—Early
Model 69.50

Five Ball Free Play Games Ready for Location, Super Values
In addition to the Games listed here we have many more. Write for more complete list.

AIR CIRCUS\$ 84.50
A.B.C. BOWLER 37.50
ALL AMERICAN 19.50
ANABEL 17.50
ARGENTINE 39.50
ATTENTION 21.50
BOLWAY 44.50
BORDERTOWN 19.50
BOSCO 58.50
BIG PARADE 80.00
CHAMP 32.50

DEFENSE—GENCO 87.50
DUPLEX—EXHIBIT..... 27.50
FLICKER 22.50
GOTTLIEB FIVE &
TEN 79.50
GUN CLUB 40.00
HOME RUN—Convrtd..... 39.50
JUNGLE 44.50
LEGIONNAIRE 35.00
MAJORS 34.50
MILLS 1-2-3 79.50

NEW CHAMP 42.50
PAN AMERICAN 27.50
PROGRESS 24.50
STAR ATTRACTION..... 38.50
SPOT POOL 44.50
SUNBEAM 27.50
SPOT O CARD
(Like New) 79.50
TEXAS MUSTANG 47.50
VICTORY, GENCO 69.50
VELVET 27.50

Five per cent discount will be allowed on all orders of five pin ball machines bought for shipment at one time. All prices subject to change without notice, and merchandise subject to prior sale. One-third certified deposit required, balance C.O.D. No discount on consoles.

We have many other novelty games aside from those listed above. When sending your orders, please list several choices as these games are going fast.

B. D. LAZAR COMPANY

1635 Fifth Ave., Pittsburgh, Pa.
Grant 7818

1425 N. Broad St., Philadelphia, Pa.
Stevenson 4320

the National Anthem was played but eventually resented the continuance, when someone who may not have been there when it was played before, demanded that the customer stand (not knowing that he had done so many times before). Such is an example of the effect phonograph music plays on the public at large.

The government fully appreciates the need of music for its fighting men as evidenced by the fact that they requested instrument dealers to "earmark" all Grade A instruments, which are no longer manufactured, for sale to the government.

The phonograph owners and operators throughout the country have been doing some splendid work in the sale of War Bonds and Stamps. The Cleveland, Ohio, Phonograph Operators' Association has been doing a remarkable job, and several months ago their members and servicemen had purchased over a quarter of a million dollars in War Bonds and Stamps. Other cities where phonograph associations have been doing outstanding work in that direction are Detroit, Philadelphia, Oakland, and others.

Phonograph operators are perhaps into, or entering, the most lucrative period of their operations, notwithstanding new and higher taxes and operating costs. As an industry, it will be contributing thousands of dollars to various forms of relief and servicemen's entertainment. In addition, everyone in the industry, individually and collectively, should and will do everything possible to provide these deserving boys in the ranks with the automatic phonograph music which will bring them pleasure and entertainment during their leisure hours.

Every play on a coin phonograph in commercial locations should increase the amount of War Bonds purchased by the industry; and each Bond brings our victorious end one step nearer so—KEEP 'EM PLAYING!

Capitol Starts Big

HOLLYWOOD.—Record sales hit 17,000 platters in the first two weeks following the first release on July 1st by Capitol Records.

Heading the list was Strip Polka, a novelty number recorded by Johnny Mercer, who wrote it and is also vice-prexy of Capitol. In second spot was another coin machine favorite, Cow Cow Boogie, by Freddie Slack and featuring the vocals of Ella Mae Morse. First tune accounted for a neat 3400 sales and second ditty tailed with about 300 less.

Capitol expects to issue new releases every two weeks.

Reeder Moves In Glendale

GLENDAL, Calif.—Robert E. Reeder, owner and operator of Coin Machine Service, announces that his repair service is now located at new and larger quarters at 1070 Thompson Street in Glendale.

Reeder started his service to the industry about a year ago. Through consistent REVIEW advertising he has built up a steady clientele until it was necessary for the move to larger quarters. Reeder has won an enviable reputation in the industry for turning out superior work and his slogan of "Once a Customer—Always a Customer" has won him a neat volume of business.

THE REVIEW wishes Reeder well in his new and larger quarters.

Dim-Out Restrictions Issued

SAN FRANCISCO — Sidney Mackin, managing director of the Amusement Merchants Association, Inc., issued a bulletin on August 5th to all locations in the Bay area acquainting them with the provisions of the semi-blackout order issued by Lieutenant General John L. DeWitt which goes into effect for the entire Pacific Coast area on August 20th.

Mackin sent each location the requirements and regulations and a map showing the areas affected.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

22

FOR
AUGUST
1942

WHAT'S NEW

—with the Music Publishers

Up the Alley

NEW YORK—"Because he is such a terrific asset to the band," Horace Heidt has given pianist Frankie Carle, a slice of the Musical Knights. In explaining the gift Heidt made it clear that Carle will handle the musical end of the band while he will devote his time to the business end. Carle is a composer as well, and is probably best known for his *Sunrise Serenade*.

Regent Music is publishing Dick Maltby's riff tune *6 Flats Unfurnished*.

Leeds Music Corp. has taken *There'll Be a Time* by Tiny Hill and Clarence Stout.

Woody Herman has waxed the new Nemo tune *Please Be There*.

Top Acme Publishing Co. has a new novelty by Kemp Read entitled *Big Chief Wam-sutta*. Firm also published *Window Washer Man* which has been recorded by Vaughn Monroe, Dick Kuhn and Mills Brothers.

Southern Music has annexed *Serenade to the Sun* by Guy Wood and Cliff Friend.

M. M. Cole Music has taken *Roll Up Your Sleeves, Buddy Boy*.

Harold Evans has taken over Juggy Gayles' job as professional manager of Regent Music. Gayles is now with Harms Music, Inc.

Santly-Joy-Select has published a new war tune entitled *The Away Down Under Song* by Lou Handsman and Benny Ryan.

Johnny Rodriguez stole a march on Raymond Scott and introduced a new Calypso tune at the New York El Chico entitled *Secret Conversation Among Eight Saboteurs Landing from a Submarine*.

Lew Pollack in Hollywood has written the official song for the now famous "Zip Your Lip" campaign.

News filters from the coast that in Paramount's *Star Spangled Rhythm* Paulette Goddard, Dorothy Lamour and Veronica Lake will do a number called *A Sweater, Sarong and Peek-a-Boo Bob*.

The Alley Cat

Moseley Buys Perpetual

RICHMOND, Va.—It's always bargain day at the headquarters of Moseley Vending Machine Exchange for this pioneer jobbing and distributing firm of the coin machine industry has won a place at the top of the ladder for consistently offering operators of the nation clean equipment at prices below the average.

States H. F. Moseley, President: "We consider it a privilege to make good buys possible for operators week-after-week. We buy right and we sell right, and every Moseley customer gets a square deal."

Moseley is now being represented each month in the advertising columns of THE REVIEW and dozens of exclusive REVIEW readers are finding Moseley an easy firm to deal with.

40 Grand Appendix

NEW YORK.—It cost Patty Andrews, of the Andrews Sisters trio, a neat \$40,000 to have her appendix removed recently in a Rock Island, Ill., hospital.

Cost was not figured on the hospital charge but on the theater booking at the New York Paramount which was necessarily canceled.

Incomes To 90 Billions

NEW YORK.—Reports issued by The Conference Board show that the nation's income for 1941 reached an all-time high estimated at \$90,000,000,000, 12 billions more than during the preceding year and 10 billions greater than in 1929, the previous peak year.

Last year salary and wage payments represented 67.5 per cent of the national income, compared with 64.9 per cent in 1940.

The low point of such payments, 59.1 per cent, was reached in 1936. The ratio has been rising steadily since then.

Robbins Has Cig. Vendors

NEW YORK.—Now that new cigarette vendors are no longer available it is essential that good reconditioned machines be made available for new locations, and D. Robbins & Co. announce that they have on hand, ready for prompt shipment, a large quantity of all the leading makes of machines and all at reasonable prices.

"Our cigarette machines are carefully reconditioned," advises Dave Robbins. "The cabinets are refinished to look practically like new. Operators who order from us can be assured of receiving machines that will be in perfect condition."

INDEX TO ADVERTISERS

August, 1942

This Index is an editorial feature and not part of the advertiser's contract. THE REVIEW assumes no responsibility for errors or omissions.

| | |
|-------------------------------------|------------------------------------------------|
| A. B. T. Manufacturing Corp. | 8 |
| Alpha Distributing Co. | 10 |
| Badger Sales Co. | 14 |
| Bluebird Record Distributors. | 18, 19 |
| Buckley Trading Post. | 9 |
| Burt, W. R. | 16 |
| California Simplex Distributing Co. | 17 |
| Cezan, J. N., Co. | 20 |
| Central Ohio Coin Machine Exchange | 8 |
| Cherio Music Publishers. | 4, 5, 6, 8, 10, 11, 12, 13, 14, 15, 19, 23, 25 |
| Chicago Novelty Co. | 6 |
| Coin Machine Service. | 24 |
| Corcoran, William | 20 |
| General Music Co. | 16 |
| Gerett, M. A., Corp. | 20 |
| Gutshall, Jack, Distributing Co. | 17 |
| Herring, Milo | 14 |
| Holdsworth Print Shop | 6 |
| International Mutoscope Reel Co. | 5 |
| Jersey Specialty Co. | 18 |
| Laymon, Paul A. | 12 |
| Lazar, B. D., Co. | 13, 22 |
| Lorden, Les | 6 |
| Mape, E. T., Music Co. | 26 |
| Meyberg, Leo J., Co. | 18 |
| Minthorne, Jean J. | Cover II |
| Monarch Coin Machine Co. | 7 |
| Moseley Vending Machine Exchange. | 11 |
| Mott Studios | 6 |
| O. K. Machines, Inc. | 4 |
| Packard Manufacturing Corp. | Cover IV |
| Parina, R. A., & Co. | 4 |
| Permo Products Corp. | 19 |
| Polk, R. L., Co. | 25 |
| Ponser, George, Co. | 14 |
| Robbins, D., & Co. | 6 |
| Seeburg, J. P., Corp. | Cover III |
| Shelley Radio Co. | 15 |
| Simmons, W. E. | 16 |
| Stewart Novelty Co. | 10 |
| Southwestern Vending Machine Co. | 13 |
| Thompson, Harold W. | 12 |
| Victory Games | 11 |
| Victor Record Distributors. | 18, 19 |
| Zeigler Insurance Agency, Inc. | 5 |

Review Musical Popularity Poll

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

AUGUST, 1942

On Phonographs—

1. Jingle, Jangle, Jingle
2. Who Wouldn't Love You
3. Sleepy Lagoon
4. One Dozen Roses
5. Johnny Doughboy Found A Rose In Ireland
6. Jersey Bounce
7. Strip Polka
8. He Wears A Pair of Silver Wings
9. Idaho
10. Cow Cow Boogie

On Wired Music—

1. Strip Polka
2. But Not For Me
3. Cow Cow Boogie
4. Jingle, Jangle, Jingle
5. He Wears A Pair of Silver Wings
6. Johnny Doughboy Found A Rose In Ireland
7. One Dozen Roses
8. He's My Guy
9. My Devotion
10. Miss You

On Radio—

1. I Left My Heart At The Stagedoor Canteen
2. Jingle, Jangle, Jingle
3. My Devotion
4. Be Careful, It's My Heart
5. He Wears A Pair of Silver Wings
6. This Is Worth Fighting For
7. Idaho
8. South Wind
9. Strictly Instrumental
10. One Dozen Roses

Best Selling Sheet Music—

1. Jingle, Jangle, Jingle (Paramount)
2. Sleepy Lagoon (Chappell)
3. Johnny Doughboy Found A Rose In Ireland (Crawford)
4. One Dozen Roses (Famous)
5. He Wears A Pair of Silver Wings (Shapiro-Bernstein)
6. Who Wouldn't Love You (Maestro)
7. I Left My Heart At The Stage Door Canteen (U. S. Army)
8. Three Little Sisters (Santly-Joy-Select)
9. Jersey Bounce (Lewis)
10. Idaho (Mills)

Best Selling Records—

1. Sleepy Lagoon
2. One Dozen Roses
3. Jingle, Jangle, Jingle
4. Who Wouldn't Love You
5. Strictly Instrumental
6. He Wears A Pair of Silver Wings
7. Kalamazoo
8. Sweet Eloise
9. Johnny Doughboy Found A Rose In Ireland
10. Jersey Bounce

yes sir, it's
STRICTLY INSTRUMENTAL
On Decca: JERRY WALD

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW
23
FOR
AUGUST
1942

The REVIEW CARRIES Bargain Mart

5c PER WORD, MINIMUM \$1.00

No General Delivery ads accepted. Send copy, with remittance, to
COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, Calif.

I WILL BUY FOR CASH

A route of Music Machines, regardless of size or location. Please list equipment condition, and state best price in first letter. Immediate Cash Ready. BOX 485, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif. (A-C)

FOR LEASE

Deluxe executive office suite at 1113 Venice Boulevard in Los Angeles. Reception room, private office, washroom and store room on first floor; private office with fire place and private bar (10x13) adjacent, connecting private office; both completely carpeted. Ample easy parking. \$60. Inquire 1115 Venice Boulevard, Los Angeles, Calif.

NEED SOMETHING TO SELL?

If you are looking for a line to add to your present activity; if you would like to find something that offers a terrific profit possibility with immediate return; if you are willing to play ball on a deal that will make you a fortune in short order, write BOX 44P, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif. (J-P)

5c SELECTIVE CANDY MACHINES

All types—all kinds reconditioned, like new. Send for free list today! ADAAR COMPANY, 733 South Euclid Ave., Oak Park, Illinois. (JAS-P)

CHALLENGER OPERATORS

Convert to Jap Machines for only \$1.00 each. Six or more, 75c each, postpaid. LONGHORN SALES COMPANY, 3311 Ross, Dallas, Texas. (JAS-P)

FOR SALE

New Genco Gun Clubs, \$108.50; New Genco Zig Zags, \$108.50. All types of used games. LONG BEACH COIN MACHINE COMPANY, 1628 East Anaheim Street, Long Beach, Calif. (JAS-C)

FOR SALE

Three Seeburg Playboys, perfect, \$32.50 each. Bally Reliance Dice, 5c play, \$22.50; Keeney Anti-Aircraft, dark cabinet, \$37.50; Bally Ray's Track, excellent condition, \$35.00. KING PIN GAMES COMPANY, 826 Mills Street, Kalamazoo, Michigan. (JAS-P)

COIN MACHINE SERVICE

Now In New and Larger Quarters and Ready to Serve You Better Than Ever Before!!

Slot Machines repaired, adjusted, tightened, cleaned and greased. Defective parts replaced. Repairs made on location. Stags a specialty.

We Call and Deliver.

COIN MACHINE SERVICE

1070 Thompson Street, Glendale, Calif.
PHONE: Citrus 3-3721

COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.25. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

SLOT MACHINES REPAIRED

Have your machines adjusted, tightened, cleaned, and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

WANTED

Watling Fortune Scales. Pay Cash. State condition, prices, etc. Would buy route. Write us now. SCALE SERVICE CO., Marion, Indiana. (9-42-P)

SPECIAL

We have monthly bargains in reconditioned merchandise machines and counter games. Send for free list. Get on our mailing list. CAMEO VENDING, 432 West 42nd, New York City. (JAS-C)

AUTOMATIC STORES

4 column, \$7.50; moderne Hershey, \$1.75; Advance 5c bar, \$3.00; Arcor 5c bar, \$3.50; Stewart-McGuire, \$2.75; New Vendex, \$2.00; Dime Razor Blade Vendors, \$1.10. NORTHSIDE MFG., Indianola, Iowa. (JAS-P)

FOR SALE

Kirk Guesser Scales, like new, \$80.00; Kirk Horoscope Scales, like new, \$65.00; Pioneer Guesser Scales, like new, \$40.00; Postage Stamp Machines, \$5.00 and \$10.00; Kirk Horoscope Scales, used, \$25.00 and up. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

MUSIC ROUTE COMPLETE

125 machines, 500 wall boxes. Cash and terms. Box D, Virgil, Kansas. (JJA-P)

WANT TO BUY

Used Phonographs, Guns, Arcade Equipment, Phonograph Records. Cash or will trade. TROJAN NOVELTY CO., 1813 West Pico, Los Angeles, Calif. (S-C)

ADVANCE TARGET SKILLS

or Big Game Hunters, latest style, \$20.00 each. Wanted: Small legal games, guns, etc. VARIETY VENDING CO., 4172 West Montrose Avenue, Chicago, Ill. (JAS-P)

BARGAINS, NEW AND USED

Vendors, Parts and Supplies. Portion Card and Labels Free. U. S. VENDING MACHINE & SUPPLY CO., 1020 Golden Gate Ave., San Francisco, Calif. (10-42-P)

WILL TRADE

Twenty-two thousand dollar restaurant, three years old, Colorado, for Music Route. BOX 455, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif.

HERE IS YOUR HANDY "AD ORDER" BLANK

COIN MACHINE REVIEW,

1115 Venice Blvd.
Los Angeles, Calif.

SEND CASH
WITH ORDER

5c a Word
3 Insertions
at Price of 2

Kindly insert the following ad.....times in your "BARGAIN MART" section. Herewith is remittance in full in the amount of \$.....

BLIND ADS 10c EXTRA TO COVER COST OF POSTAGE

AD COPY.....

Name and address should be included in the word count.
Copy must reach Los Angeles office by first of each month.

THAN ANY PAPER

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

COIN
MACHINE
REVIEW

24

FOR
AUGUST
1942

MORE CLASSIFIEDS

FOR LEASE

Excellent business location in REVIEW building. Tile floors, celotex ceilings, large display window, two wash rooms, extra large private office. Ideal for coin machine account. Ample, easy parking. \$45.00. Enquire 1115 Venice Boulevard, Los Angeles, Calif.

THE BATTERY EMERGENCY IS HERE!

Represent "The Recuperator" Long Life Battery Service registered U. S. Patent Office, 1934. Thousands of satisfied customers. Sells to fleet owners, private car owners, boats, trucks, tractors, etc. This is the most timely product we know of today. Get full details. ALPHA DISTRIBUTING COMPANY, 1025 North Highland Ave., Hollywood, Calif. (A-C)

MOVIE MACHINES

Metermovie, \$250.00; three Filmtones, \$150.00 each. Sell or trade. What have you? V. C. SANDWALL, 5554 Crestwood Drive, Kansas City, Mo. (A-P)

PHONOGRAPH ROUTE FOR SALE

Located in Southwestern state, 30 music locations, also free play tables and punchboards. \$1000.00 monthly take. Reasons for selling draft age. BOX 460, Coin Machine Review, 1115 Venice Boulevard, Los Angeles, Calif. (A-P)

MUSIC EQUIPMENT FOR SALE OR TRADE Phonette and Woodard Penny Boxes with adapters and six 125 Wurlitzer Wall Boxes, good condition, sell or trade for Packards. AUTOMATIC PHONOGRAPH COMPANY, Phoenix, Arizona. (A-C)

FOR SALE

12 Wurlitzer Phonographs and about 15,000 records. G. M. O'DELL, Radium Springs, New Mexico. (A-P)

MAILING LISTS



GET OUR FREE
REFERENCE
BOOK and
MAILING
LIST CATALOG
FREE

Gives counts and prices on accurate guaranteed mailing lists of all classes of business enterprises in the U. S. Wholesalers—Retailers—Manufacturers by classification and state. Also hundreds of selections of individuals such as professional men, auto owners, income lists, etc.

Write today for your copy

R. L. POLK & CO.

Polk Bldg.—Detroit, Mich.
Branches in Principal Cities

World's Largest City Directory Publishers
Mailing List Compilers. Business Statistics. Producers of Direct Mail Advertising.

HERE'S HOW - -

You can reach the 15,000 operators in the nation. THE REVIEW offers a complete mailing service to its verified lists. Follow up your advertising in the trade press with individual mailings. You'll find it pays handsomely. We are equipped to cover any city, county, state, group of states or the entire nation in a record short time at the following low rates:

ADDRESSING from our Addressograph plate list.....\$15.00 per thousand
Advertiser to furnish mailing piece, stamped, stuffed, sealed or tucked in.

We address and deposit with Post Office. Mailing receipt furnished if desired at 50c per mailing additional.

HAND ADDRESSING from our lists.....\$25.00 per thousand

We furnish the lists and address by either pen or typewriter, and deposit with Post Office. Mailing piece to come to us complete and ready for mailing after being addressed.

HAND ADDRESSING from lists supplied.....\$6.50 per thousand

Let us know the amount of territory you desire to cover and we'll give you, by return mail, the exact number of pieces we will require.

COIN MACHINE REVIEW

1115 VENICE BLVD.
LOS ANGELES, CALIF.

We address by either pen or typewriter, and deposit with Post Office.

EXTRA SERVICES:

Folding letters, broadsides, circulars, etc.....\$1.00 per thousand
(One fold only. Additional folds at same rate.)

Stuffing envelopes with one enclosure.....\$1.00 per thousand
(Additional pieces at the same per thousand rate.)

Tucking in flaps, stamping, sorting, rubber stamping permits, etc., per operation.....\$1.00 per thousand

FOR SALE

25 Nickel, Dime, Quarter Pace All Star Comets, \$50.00 each. Mills Blue Front, dimes only, \$80.00, all rebuffered, repainted; 3 Columbia Front Pay, like new, \$75.00 each; 4 1c Q. T. Bells, \$25.00; 1 Nickel, 1 Dime Jennings Chief, \$40.00; 2 Quarter Pace Rockets, slug proof bells, \$95.00; 2 Watling Rollatop 5c, 10c, \$25.00. All 3-5 pay except Watling. 1 Nickel Mills Jackpot Dewey, new factory rebuilt, \$100.00. P. O. BOX 566, Cranston, Wisconsin. (A-P)

WANTED

Post Card, Match Venders, a few Peep Shows, Grippers and small Counter Skill Games. State full particulars. I. W. POSPISHIL, 1117 8th St., S. E., Cedar Rapids, Iowa. (A-P)

WANTED IMMEDIATELY

Marble Game and Music Mechanic for service calls in Los Angeles County. Top salary to right man. MAC MOHR COMPANY, 2916 West Pico Boulevard, Los Angeles, Calif. Parkway 9175. (A-C)

FOR SALE

10 slightly used Jennings In-A-Bag 1c Peanut Vendors, \$12.95 each; 25 Coan-Sletteland U-Select-It Candy Machines, \$25.00 each. 1/3 deposit, balance C. O. D. BIRMINGHAM VENDING CO., 2117 Third Avenue North, Birmingham, Alabama. (A-C)

SPECIAL

Lot five Blue-Gold Penny Vest Pockets, Registers, serials above 25700, like new, \$100.00; sample, \$22.50. COLEMAN NOVELTY, Rockford, Ill. (A-P)

SLOTS

1 Mills Q. T., 1c play, Glitter, new, \$87.50; 1 Mills Q. T., 5c play, Dial, first class condition, \$45.00; 1 Jennings Century, 5c play, 3-5 pay, perfect, \$45.00; 1 Jennings Century, 5c play, 3-5 pay, good, \$35.00; 1 Caille, 5c play, 2-4 pay with bonus feature, \$50.00; 7 Superior Automat Cigarette Pay Slots, 5c play, \$40.00 each. One third deposit with order, balance C. O. D. GEORGE PROCK & COMPANY, 2812 Main Street, Dallas, Texas. (A-C)

ARCADE EQUIPMENT FOR SALE

Keeney Anti-Aircraft Gun, \$45.00; Radio Rifle, \$50.00; Rock-Ola World Series, \$45.00; Skee Balls, \$20.00; Pull-Up Punching Bag, \$25.00; Caille Wall Puncher, \$25.00; Mills Lifter, \$25.00; Ideal Card Venders, \$5.00; Model E Card Venders, \$8.00; Drop Picture Machines, \$7.50; Snacks, \$7.50; Scoop, \$5.00; Diggers, \$10.00. Want good location for Penny Arcade, cash or percentage, or will consider partnership. H. GORMAN, 510 North Francisca Avenue, Redondo Beach, California. (A-P)

WE BUY, SELL OR EXCHANGE

Arcade Equipment, Pin Games, Consoles, Slots, Guns, Parts and Supplies, etc. OPERATOR'S EXCHANGE, 621 Van Ness, San Francisco, California. (4-43-P)

FOR SALE

Caille 7 Play, \$75.00; Mills-Jennings Clocks, \$6.50; Little Dukes, Double Jacks, \$15.00. Machines, Parts, Repair Work at Reasonable Prices. MODERN SPECIALTIES, 660 Woodlawn Avenue, Aurora, Ill. (A-P)

yes sir, it's

STRICTLY INSTRUMENTAL

On Columbia
HARRY JAMES

On Bluebird
BOB CHESTER

everyone's got a nickel for

BROTHER BILL

On Columbia: CHARLIE SPIVAK

COIN
MACHINE
REVIEW

25

FOR
AUGUST
1942

IN THE INDUSTRY!

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

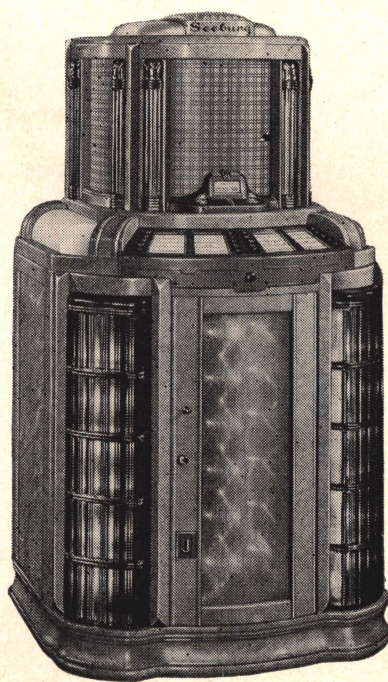
COIN
MACHINE
REVIEW

26

FOR
AUGUST
1942



A LETTER FROM HOME . . .



The 1942 SYMPHONOLA
America's Finest Musical
Instrument

What a grand thrill it is . . . when you're thousands of miles away from home . . . right in the thick of the fight . . . and a letter pops along from someone who cares. It's the greatest "lift" a man in the service can get.

We like to think that Mape Music Service is in the same category. It is true that we haven't enough new equipment to serve our operator-customers as in years gone by but we intend to "stick to our guns" and help our men on the home front . . . our operator-customers . . . make the very maximum from the equipment they have purchased from us in the past.

For the duration Mape Music Service will be ALL-INCLUSIVE. Whether it is new or used equipment you need, if you have a route for sale, if you want to buy a route, if you want parts only, or if you want to exchange certain pieces of equipment for something else, we fit right into the picture and we are happy to place the resources of our organization at your disposal.

We hope you'll take advantage of our offer of assistance and service. We look forward to serving you at any of our offices.



**GIVE THE WORKS
TO THE JERKS**

— BUY BONDS!

E. J. Mape Music Company

1701 W. PICO BLVD.
Los Angeles

(GARRISON SALES CO.)
1002 W. Washington
Phoenix, Ariz.

284 TURK STREET
San Francisco

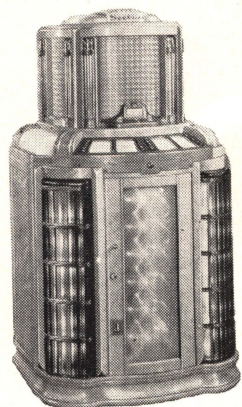
Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

MUSIC OPERATING-1942!

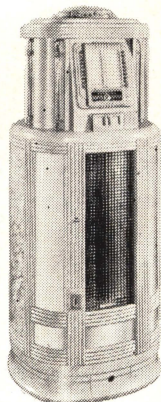


• Previous to Seeburg Wireless Remote Control . . . the average music operator . . . through no fault of his own . . . **JUST MADE COLLECTIONS.** The music operator was restricted in his choice of locations . . . he was subjected to the insecurity of the whims and fancies of the location owners. The entire automatic music industry accepts remote control as the greatest single advance in the history of the business. Through the untiring efforts of the music operators, Seeburg Wireless Remote Control Music Systems enjoy universal acceptance . . . Cocktail lounges . . . drug stores, restaurants, tea rooms, industrial plants, ballrooms, resorts, clubs, etc. In fact, wherever people gather . . . music operators have broadened their field of operating through the medium of Seeburg Wireless Remote Control.

Gone forever, are the strictly "cash box operators" . . . for today, operators fully appreciate the stability and unlimited opportunities founded upon a safeguarded investment in Seeburg Wireless Remote Control Music Systems.



SEEBURG DUO-REMOTE
CONSOLE

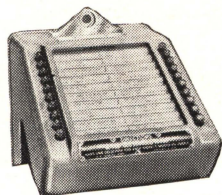


THE NEW '42 SEEBURG
HITONE SYMPHONOLA



SEEBURG WIRELESS
WALL-O-MATIC
5c-10c-25c
Single Coin Chute

SEEBURG WIRELESS BAR-O-MATIC
5c-10c-25c
Single Coin Chute



To Go Ahead . . . Go

Seeburg

J. P. SEEBURG CORPORATION • 1500 DAYTON ST. • CHICAGO

THE SUREST WAY TO CONTINUOUS PLAY — SEEBURG WIRELESS REMOTE CONTROL!

Music Operators! **TURN IN ALL YOUR SCRAP METAL
AND RUBBER — OUR COUNTRY NEEDS IT!**



See Your Seeburg Distributor Today!

E. T. MAPE MUSIC CO.

284 Turk St., San Francisco
1701 W. Pico Blvd., Los Angeles

JACK R. MOORE CO.

1615 S.W. 14th Ave., Portland, Ore.
100 Elliott West, Seattle, Wash.

N. 7-9 Bernard, Spokane, Wash.
122 E. Second South, Salt Lake City, Utah

MUSIC



... a Mighty Weapon of War

Keep your phonograph on the job . . . playing for everyone who wants to listen. Do that—and we in the Music Industry will have contributed a “mighty weapon” to our nation’s all-out war program.

More than ever today, because of the terrific stresses and strains of speeded-up production for war and the mounting tempo of daily tasks, folks just like you and me need relaxation . . . need the entertainment and beauty that music can bring.

Every man of you in the Automatic Music Industry has displayed exceptional skill and ingenuity in keeping equipment in good playing order—and you can’t let down now—or ever. Packard is doing, and will continue to do, all that is possible in making available to you service information on equipment you own, as well as supplying information on equipment you can buy or wish to sell.

As you know, we at Packard are producing 100% for the war and expect to do so until the war is won. But we haven’t forgotten music . . . or our many, many good friends who are a vital part of this giant industry. After the war, Packard will be back with everything you’d expect, and maybe much more. And you can bank on it that Packard equipment will again build better business for every music man.

Right now, all of us have a bigger job . . . and we are confident that every one of us will do everything within his or her power to make that job a success—spelled in the biggest capital letters the world has ever seen.

LET’S HAVE PLENTY OF MUSIC

PACKARD MANUFACTURING CORPORATION
Manufacturing only for war now



INDIANAPOLIS

Homer E. Capehart, President